

Mary Clarke, Ph.D.

Senior Researcher | Global Project Director | Content Developer

Merging global research, data analytics, and human behavioral insights

With exceptional cross-functional leadership skills and a proven ability to engage global communities, Mary navigates diverse perspectives, collaborates effectively across teams, and delivers end-to-end research that is both timely and transformative. She is an adept, multi-disciplinary researcher with expertise in translating qualitative and quantitative datasets into insightful understandings of human behavior.

Employing innovative content development and community-based initiatives, she deftly communicates her findings, making them accessible to diverse audiences of stakeholders. Drawing from her versatile industry background—from entertainment, fashion, and cosmetics to higher education, publishing, and enterprise industries—her problem-solving research and paired, actionable solutions not only transform markets, but generate competitive advantages and improve customer retention.

Areas of Expertise

- Research Specialist
- Leading Cross-Functional Teams
- Statistical Analysis
- Fluency in Spanish
- Market & Metadata Strategy
- Data Analytics
- Product Research
- Project Direction

Career Achievements

Directed innovative, problem-solving research centered on digital data preservation within the global cultural heritage industry, providing metadata strategies as solutions that continue to inform international developers providing digital data preservation services to consumers, be they individuals or institutions.

Conducted mixed-method and market research for a clean beauty start up and identified a significant missed market segment, namely that available products were not performing across all demographics due to their limited color range and specific hue. Transforming these insights into business recommendations, communicated findings to both corporate partners and brands, which lead to product development, more inclusive retail spaces, and higher sales.

Honors & Awards

[View: Honors & Awards](#)

Professional Experience

Research Specialist, Digital Initiatives

Getty Research Institute | Los Angeles, CA | 2022 – 2023

Championing a comprehensive digital publication, the Digital Florentine Codex (DFC), effectively distilled and communicated complex, multi-method processes within enterprise environments, captivating diverse cultural and technical audiences. This initiative empowers global stakeholders and contemporary, multilingual communities by making priceless knowledge accessible, marking a significant milestone in knowledge sharing.

Key Achievements:

- Supported Getty and its corporate partners' contributions to Getty Vocabularies by providing a FilemakerPro database that clarifies and streamlines the workflow for all future vocab submissions.
- Accelerated individual contributions alongside the collective deliverables by employing machine learning technologies, automating workflows for large visual and multilingual datasets within and between collaborative platforms.
- Following UX testing and qualitative interviews, authored multilingual resources and user guides for the initiative ensuring seamless adoption within multiple stakeholder and linguistic communities.
- Created and implemented a metadata strategy for the Digital Florentine Codex and established paradata to ensure its longevity and digital preservation.

Project Director, Senior Researcher, & Principal Investigator

San Bartolo-Xultun Project | Guatemala City, GT | 2013 – 2022

Built, organized, and scaled international teams of diverse stakeholders for cultural heritage initiatives, leveraging archaeological and heritage investigation, data analysis, and descendant collaboration to generate new knowledge that connects present peoples to their ancestral past.

Key Achievements:

- Lead 50–200 team members organized across multiple initiatives within a live-work, field-lab research environment, ensuring adherence to correct methods and protocols.
- Educated and mentored students and team members, while also maintaining alignment with submitted proposals, thereby fostering individual growth, and tracking timely progression across all project initiatives.
- Designed and directed end-to-end research funded by the National Science Foundation to investigate ancient consumers and their behaviors within a centralized, state-managed marketplace.

Consumer Insights & Product Researcher

Credo (Formally Follain) | Boston, MA | 2017 – 2020

Pioneered consumer research efforts at Follain, a start-up in the clean beauty industry, bridging product insights and retail experiences through comprehensive mixed-method research and data analysis.

Key Achievements:

- Conceptualized, executed, and spearheaded in-store customer experiences, while successfully scaling, socializing, and integrating these initiatives during Follain's national and e-commerce retail expansion.
- Conducted in-store interviews and customer surveys, noting areas of satisfaction and growth within the resulting qualitative data. Performed market research and contextualized qualitative data with quantitative data, identifying unmet needs and untapped markets.
- Presented research findings and proposed solutions to brands and corporate partners, thus transforming insights into business recommendations that lead to product developments, increased revenue, and more inclusive retail spaces.

Art Editor

Taylor & Francis Group | Boston, MA | 2016 – 2019

Responsible for the entire production style of essay illustrations for a peer-reviewed, global academic journal, *Journal of Field Archaeology*, a Taylor & Francis publication.

Key Achievements:

- Communicated with authors, copy editors, and typesetters to maintain production schedule, a workflow aided by project management tools, such as Trello and Jira.
- Collaborated with global scholars on diverse datasets to visually communicate science while also editing a wide-range of file types, using ESRI, Adobe CS, and other software packages.
- Established an avenue for publishing 3D models, videos, and geospatial data, among other digital datasets, as figures for T&F publications, which resulted in a 56% increase in the publications impact factor.

Additional Experience

Lecturer

Boston University | 2022

Lecturer

CSU Long Beach | 2021

Lecturer

UC Santa Barbara | 2021

Professor

SCAD | Savannah, GA | 2020

Freelance Make-up Artist

Celebrity, Fashion, & Film | Los Angeles, CA & New York, NY | 2003 – 202

Education

Doctorate in Anthropological Archaeology, *summa cum laude*

Boston University | 2020

Bachelor of Fine Arts, *magna cum laude*

Savannah College of Art & Design | 2013