

Olivia H. Marrese

Linguist and Generative AI Technologist

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SELECTED EXPERIENCE

Sr GenAI Conversation Designer, Applied AI Engineering — Quiq

DEC 2022 - PRESENT

- **Led generative AI automation projects** for 30+ clients end-to-end, from pre-sales scoping through design, UX research, technical build, and ongoing maintenance.
- **Contributed to over \$1 million in sales** by developing high-impact solutions for travel, hospitality, retail, and ecommerce sectors.
- **Engineered and implemented** multilingual voice and chat automations using LLMs and NLU, applying expertise in prompt engineering and model selection to optimize performance (OpenAI, Anthropic, Meta, and Hugging Face).
- **Acted as the primary client-facing representative**, bridging communication between engineering, GTM, and customers.
- **Defined KPIs, established metrics, and provided regular performance reports**, driving data-informed decisions.
- Results include **5x volume, 60% automated resolution, 98% positive CSAT, 70% increase** in sales interactions.

Linguistic Researcher/Data Analyst — University of Colorado Boulder

AUG 2015 - SEPT 2022

- **Conducted comprehensive research on multilingual conversational data** using both qualitative and quantitative methods, presenting findings to stakeholders and publishing 5 articles in scientific journals.
- **Presented findings at 31 industry events** and conferences, showcasing domain expertise and thought leadership.
- **Managed data collection, storage, and analysis**, supporting a team of 7 researchers and ensuring high-quality data management.

Research Intern, AI Systems and Solutions — IBM Almaden

JUNE 2022 - SEPT 2022

- **Led usability studies of conversational agents** and designed new features for Watson Assistant, implementing 82% of design recommendations.
- **Authored technical documentation** and designed solutions for automatic ordering technology for fast food restaurants.
- **Contributed to patent development** as a lead author, showcasing innovative approaches in conversational AI.

Spanish Language Data Specialist Intern — SoundHound AI

MAY 2019 - AUG 2019

- **Curated and validated speech training data** for ASR models, enhancing the accuracy and reliability of voice recognition systems.
- **Developed guidelines for annotators** and performed phonetic transcriptions for six Spanish dialects, improving localization and user experience.

EDUCATION

MA and PhD, Linguistics

University of Colorado Boulder,
2022

BA, English and Spanish

Central Washington University, 2015

SKILLS

Agile development

AI/ML requirements gathering

Product development lifecycle
and feature prioritization

Sales lifecycle management

Linguistic data analysis

LLMs/Generative AI

NLU/NLP

Voice/IVR/ASR

Technical writing, white papers
and research reports

Demos, webinars, and
presentations to diverse
stakeholders

Customer communication

QA/UAT process

LANGUAGES

Human

English (native)

Spanish (fluent)

French (advanced)

Computer

Python

SQL