

Cecelia Isaac

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EDUCATION

University of Minnesota, Twin Cities May 2021
Master of GIS, Department of Geography, Environment, and Society

University at Albany, State University of New York, Albany, NY May 2012
Bachelor of Arts, Summa Cum Laude – English Second Major: Chinese Studies

TECHNICAL SKILLS

Esri ArcGIS Pro/Desktop, ArcGIS Online & API, QGIS, Python, R, SQL, WordPress, Adobe Suite

STRENGTHS

Emergency management, electric power industry, team leadership, data analysis, technical writing, database design and management, content development and strategy, project management.

PROFESSIONAL EXPERIENCE

Princeton University: GIS Analyst

- Support energy systems projects for the ZERO Lab and the Energy Systems Analysis Group.
- Consult with colleagues on spatial aspects of research.
- Display data for general consumption according to cartographic and design best practices.

U-Spatial, University of Minnesota: GIS Specialist (August 2020 – February 2022)

- Perform scripting and spatial modeling of client projects.
- Display data for general consumption according to cartographic and design best practices.
- Consult on creation and management of small client projects.
- Create and maintain Javascript dashboards.
- Write technical reports, report on project progress, and collaborate with stakeholders as needed.

Marketing Campaign Development and Execution, Digital Content Strategy, Project Management (January 2012 – May 2021)

- Assess the needs of individual clients to tailor a marketing plan to suit their needs.
- Plan, develop, and write content on a variety of platforms for a variety of audiences.
- Write and manage advertising campaigns.
- Develop and execute PR campaigns.

F-BOM: Co-Founder & Director of Marketing (August 2016 – November 2020)

- Develop, execute, maintain, and grow comprehensive content campaign for startup business.
- Write search engine optimized webpage content, blog posts, and social media strategy to support sales strategy and boost newsletter growth and engagement.
- Analyze campaign effectiveness using analytics tools; present takeaways monthly.
- Write, test, and improve Facebook and Google Ad campaigns based on A/B testing.

University of Minnesota Carlson Executive Education: Digital Content Strategist (May 2018 – August 2019)

- Plan content based on quarterly and yearly targets.
- Create and execute email campaigns, including A/B testing segmented campaigns based on user journeys and customer profiles, including B2B and B2C audiences.
- Analyze campaign effectiveness and present findings to various internal teams.
- Research and write B2B client case studies and individual participant success stories.

Thomson Reuters FindLaw: Digital Marketing Contractor (May 2017 – May 2018)

- Coordinate with FindLaw teams to develop and standardize HTTPS migration process for over 9,000 client websites in the legal field.
- Train 6-person contracting team and act as project point person.
- Optimize client web presence through data analysis, keyword research and copywriting.

PREVIOUS PROJECTS

Spatial Segregation in the Twin Cities

Analysis of the Department of Transportation's Travel Behavior Inventory survey data on spatial segregation of activity spaces in the Twin Cities. Results were presented on November 4th at the 2021 CTS Transportation Research Conference.

Tracking Our Energy Resources: Wind, Solar, and the Future of Microgrids

Built and used a SQL database to map, track, and analyze electrical resources across the United States.

Modernizing the Electrical Grid with Environmental Justice: Using Esri Suitability Analysis to Prioritize Grid Updates

Used ArcPro's suitability analysis tools, with weighting determined by social justice factors, to identify areas of the electrical grid most in need of updates.

The World Without Us: Has Lockdown Actually Reduced Pollution?

Analysis of environmental markers before and after the spring 2020 lockdowns across the US. Full report available on Medium [here](#).

Hazard Mitigation Reporting

Wrote reports and designed maps for FEMA reports from Minnesota counties on critical infrastructure and natural hazards.

Hurricane Recovery in Gulf Cities

Led a project examining the recovery of five Gulf Coast cities five years after they were hit by major hurricanes. Full report available on Medium [here](#).

Risk Horizons

Wrote Python scripts to analyze usage data on ArcGIS Online and relate data tags to the UN Sustainable Development Goals.

More Than Just Fake News: Propaganda in Political Campaign Advertising

Analysis and visual representation of where presidential hopefuls ran Facebook ads during the 2020 election. Winner of the 2020 U-Spatial Mapping Prize: Graduate Student - Most Provocative/Transformative. Full report available on Medium [here](#),