

Kevin Matthew Duyst

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EDUCATION

University of California, Los Angeles (UCLA) | September 2014 – December 2018

University of California, Los Angeles, CA 90095

- **Major:** Geography & Environmental Studies
- **Minors:** Geospatial Information Systems (GIS) | English
- **GPA:** 3.67

EXPERIENCE

Territory Systems Analyst | Cydcor LLC. (February 2019 – December 2019)

29899 Agoura Rd #100, Agoura Hills, CA 91301

- Obtain census data for clients, and isolate ideal locations for success of sales.
- Curate mapping scenarios of addressable markets for Pilot Programs. Customization of mapping boundaries to ensure accuracy and track sales agent performance.
- Python scripting for batch geocoding using Google API to garner data points (lat/lon) of sales reps.
- Develop mapping application processes (ArcGIS, QGIS, Google MyMaps, Salesforce Maps, Geopointe) and functionality for effective use by end users.
- Modify SQL Queries to ensure data import success (Lead Integration process) for displaying and updating Lead Management Databases.
- Create Datasets for internal team users and external sales reps in all mapping platforms.
- Deliver exception reporting and expectations for mapping visualizations.
- Communicate updates through internal and external channels—Executive Board, Campaign Management team, Sales Offices, API Vendors (Mulesoft), and client-facing representatives.

Salesforce Administrator | Cydcor LLC. (January 2020 – June 2020)

- Oversee all Salesforce Functionality and CRM behaviors.
- Attend Salesforce conferences on behalf of Cydcor and fully integrate Salesforce Einstein AI for predictive modeling and generation of lead scoring.
- Dictate access control via customization of page layouts and permissions sets for all users touching CRM.
- Build test environments for internal users to familiarize themselves with Salesforce functionality.
- Liaison between Salesforce and Cydcor for system integration of quarterly releases.

Marketing & Communications Publicist | UCLA Anderson School of Management (May 2017 – June 2018)

Westwood Plaza, Los Angeles, CA 90095

- Conduct and culminate research pertaining to UCLA Anderson's Alumni speakers.
- Publish articles on behalf of UCLA Anderson School of Management.
- Interview various CEO's from Anderson's Alumni Network, such as Blair Taylor (Starbucks), John Stankey (AT&T), and Kevin Plank (Under Armour).

Financial Advisor Intern | Stifel Financial Corp. (August 2016 – September 2016)

217 E Caldwell Ave, Visalia, CA 93277

- Culminate research reports and sales presentations for clients, under the guidance of Lupe Sanchez, Vice President of Investments.
- Communicate with annuity companies on certain benefits they offer.
- Preparation of due diligence reports on certain stocks.

Store Manager | Duyst Flyers (May 2013– Present)

515 S. Lovers Ln, Visalia, Ca 93292

- Manage family's gas station, when time permits, between durations of UCLA's quarterly breaks.
- Communicate with vendors for fuel deliveries and in-store groceries.

- Gather data of average gasoline prices to accommodate for fluctuation in sales.
- Create reports to reflect gross profits, employment costs, and inventory supplies.

Research/Presentations/Projects

- **2019 Los Angeles Geospatial Summit Guest Speaker**

“The Mendocino Fire Complex: Calculating Surface Vegetation Fluctuations vis-à-vis Spectral Indices (NDVI & NBR)

- **Academic Research & Projects**

- **Remote Sensing**

- “Measuring Severity of the Northern California Wildfires with Remote Sensing”
- “Unsupervised Classification of Vegetation Analysis in Los Angeles, CA”
- “Water Resource Analysis – Lake Change Detection of the Tibetan Plateau”
- “Urban Applications of Supervised Classification in Los Angeles, CA using Landsat8 & MODIS”
- “Analysis of Topographic Data: Elevation Data of Mt. Whitney, CA using SRTM”

- **Predictive Modeling via Insight Maker**

- “Modeling a Proposed ‘Feebate Program’: Conceptualizing the Shift from Conventional Vehicles to Electric Vehicles on the Environment”
- “Model Yellow Fever: Mosquito Control Program vs Isolation & Incubation Process”
- “Redefining Land Use – A Soil Survey Analysis of Tulare County, CA”

- **Network Analysis Methodology**

- **Advanced Raster Analysis**

- “US Mass Shootings: Forces of Prediction, or Varying Inconsistencies?”
- “Modifications of T-Mobile Cell Towers for Accentuated Coverage Areas”

- **DEM & Cost-Distance Analysis**

- “Bridging the Colombian Darién Gap: A Cost Distance Analysis of Yaviza to Chigorodo and Apartado”
- “3D Rendering and DEM Analysis of Recent Volcanic Activity – Leilani Estates, HI”
- “Potential Inundation: DEM Monitoring of Sea Level rise of Miami-Dade County, FL”
- “Desirable Camping Locations in the Eastern San Diego Mountain Range”

- **Interpolation and Path Analysis**

- “A Path Analysis to Ski Resorts in North Shore Tahoe: Cross-Referencing Precipitation Accumulation through Kriging Interpolation with Network Analysis”
- “Mass Interpolation of California – Mean High Temperature Mapping”

- **SQL and Buffer Analysis**

- “Projecting Northern Korea’s Missile Ranges: Hwasong-14, Intermediate Ballistic, and Hwasong-16”
- “Starbucks’ Key to Success: Demographic Considerations for Ideal Store Locations in Riverside County, CA”
- “Public School & Oil Gas Well Assessment in Los Angeles, County”
- “Elementary School Attendance & Number of Registered Voters Per School District in Clark County, NV”

- **Thematic Mappings**

- “An Amalgamation of California’s Counties: An Atlas Perspective of the Link Between Poverty and Water Contamination”
- “La County Thiessen Polygon Density Mappings – Narcotics, Grand Theft Auto, DUI, and Crimes Per Tract”

- **Cartographic Relief Maps and Reference Mappings**

- “A Reference Map of California”
- “A New Design for Sequoia National Park: The Ideal Cartographic Relief Map”

- **Digitizing**

- “Reclassification of a Sanborn Map: Digitizing Hollywood District”

SKILLS | INTERESTS

Software: ArcGIS, QGIS, GEODA, ENVI, Model Builder, Insight Maker, Python, R, Google Earth Engine, Tableau, Salesforce, Geopointe, Microsoft Products

Certification: Udacity NanoDegree Program (Data Analyst), CBEST

Research Interests: Monitoring Vegetation Indices (Re-growth periods, oscillations), Tracking Agricultural Emissions with Climate Change (Methane, CO₂, etc.), Urban Center Population Densities with Remote Sensing, Mapping Disaster Relief Diaspora, Renewable Energy and Clean Transportation

Other Interests: Snowboarding, Tennis, Writing, Fitness, Drone Imagery/Remote Sensing

ORGANIZATIONS

Alpha Zeta of Theta Xi, UCLA (October 2014 – June 2018)
Alumni & Alpha Zeta Honor Society Member

SERVICE AND OUTREACH

LOS ANGELES AIDS WALK (2019)

- Volunteer as a 'Route Director' to oversee the safety of high school volunteers and direct the flow of traffic for runners in the event.

OPERATION SMILE (2019)

- Participate in Cydcor's 'Annual Day of Smiles' event in tandem with coworkers and volunteers from independent sales companies to network for donations and raise awareness for children surgical care (free medical assessment, cleft lip and cleft palate).

LA FOOD BANK (2019)

- Volunteering on behalf of Cydcor's IT Department by arranging upwards of 1,000 care packages filled with food and supplies for families on fixed incomes.

THETA XI PHILANTHROPY BOARD (2015-2018)

- Direct philanthropic initiatives for UCLA fraternity, Theta Xi. Coordinate with external IFC members (executive board, other sororities and fraternities) for participation in events hosted to raise awareness for Multiple Sclerosis (MS). Events hosted include: Ultimate Frisbee Tournament, 'Paint-A-Xi', and Volleyball at Sunset Recreation Center on UCLA campus.

NATALIE CLAUSSEN-ROGERS SCHOLARSHIP FUND (2014-2020)

- Advertise, collect donations, coordinate events, and accumulate volunteers for the Natalie Claussen-Rogers Scholarship Fund (NATSFUND). These events (art auctions, poker/cornhole tournaments, food truck appearances, etc.) are often hosted at local businesses to emphasize the importance of community and upholding values believed by the late Natalie Claussen-Rogers. The money received helps support local students pursue higher education.