hayley small

hsmall22@gmail.com / hayley@hayleycranberry.com
brooklyn, new york

education

master of urban planning | gis certificate
hunter college at the city university of new york, may 2017 | graduated valedictorian

bachelor of arts, environmental studies
university of vermont, may 2013

experience

new york city parks january 2019 - present, new york, new york
gis data manager for forestry and wetlands
- manage and oversee several large geodatabases including stormwater infrastructure
- perform analyses for wetlands and forestry teams using ArcGIS, Portal/AGOL, Excel, SQL (SSMS)
- create web maps and apps for use in the field using AGOL, Portal, ESRI Field Maps
- create workflow documents for georeferencing and digitization of site plans
- prepare and design maps for various audiences (internal and external)
- write grant quarterly reports, manage grant budget and contract sites

rkf september 2017 - april 2018, new york, new york
gis analyst
- collected, quality-assessed, and visualized spatial data using Excel, Access, Python, and ArcGIS
- created maps displaying demographic and competitor data via ArcGIS business analyst tools
- carried out statistical analyses of competitor demographics for brokers and clients
- funneled research requests and oversaw completion of team tasks using Jira

nelson\nygaard consulting associates july 2015 - september 2017, new york, new york
associate transportation planner
- prepared, validated, visualized, and analyzed data using Excel and ArcGIS
- used ArcGIS and Adobe Illustrator to design final maps to support written plans
- researched and documented best practices, peer programs, and transportation technologies
- assisted with writing final plans, technical memorandums, and background documents

apple, inc. july 2014 - july 2015, new york, new york
field surveyor for apple maps
- traveled to major international cities to collect, validate, and quality-assess various types of transit data
- documented all data collection processes; trained colleagues with these methodologies

new york city parks september 2013 - july 2014, new york, new york
gps project manager
- collected trail data in-field; compiled, organized, and updated citywide geodatabase in ArcGIS
- created and maintained intra-agency partnerships to facilitate data collection and trail formalization
- created final maps for various audiences including chief of staff & the commissioner

skills & interests
- ESRI ArcMap, ArcPro, AGOL, Portal, Field Maps, Collector App
- Python, SQL (intro/basic level)
- Adobe Creative Suite
- photography (film & digital)
- design, styling, art curation
- ceramics (wheel & coil)

awards & honors
- high academic achievement award & valedictorian, hunter college master of urban planning program: may 2017
- american planning association environmental division fellow: 2016-2017 academic year
- jackson-stricks scholarship recipient: 2015-2016 academic year
- new york city parks conservation corps fellow: 2013-2014