

Kristie Ashby



Company Role

Business Development/GIS Analyst

Project Role / Focus Areas

- Pursue work on behalf of Evari GIS Consulting, Inc.
- Manage marketing efforts

Education

- B.S. – Environmental Science with a Minor in Conservation Biology, University of California, Los Angeles - 2016

Professional Membership

- Society for Marketing Professional Services Member

Selected Won Projects:

- Delaware Regional Planning Commission Street Lighting Project – Sub (2018)
- California WaterFix Survey and Mapping Support – Sub (2018)
- Sandy, OR Street Lighting Audit – Sub (2018)
- Peoria, AZ Street Lighting Audit – Sub (2018)
- City of Santa Fe Street Lighting Inventory and Assessment – Prime (2017)
- City of Chicago Smart Lighting Program – Sub (2017)

Experience Profile

Kristie Ashby is responsible for supporting Evari GIS' marketing, proposal coordination, and business development efforts. Working directly with the Founder and CEO of Evari GIS Consulting, Inc, Kristie is driven to clarify, streamline, and improve Evari's business development processes. This includes constantly fine-tuning Evari's marketing materials (SOQs, Capabilities Statements, Staff Resumes, and Proposal texts). Further, Kristie manages Evari's online presence, creating social media content and designing and managing Evari's website. Kristie is driven to support businesses and government agencies that are making a difference in improving Cities' safety, resilience, and energy efficiency.

Professional Experience

Evari GIS Consulting, Inc.	2017 - Present
• <i>Business Development/GIS Analyst</i>	
Evari GIS Consulting, Inc.	2017
• <i>GIS Analyst/Interim Project Manager</i>	
Evari GIS Consulting, Inc.	2016
• <i>GIS Technician</i>	
Pick My Solar	2016
• <i>Marketing and Advertising Associate</i>	
Global Green USA	2016
• <i>Communications and Environmental Outreach Intern</i>	
UCLA Atmospheric and Oceanic Sciences Department	2016
• <i>Oceanography Research Assistant</i>	

Selected Projects

Drive Time and Demographic Map, Hughes Marino (2018). Performed geospatial analysis for real estate development firm (a) determining the number of employees living within 15 and 30 minute drive times from prospective office addresses and (b) identifying key demographic factors within those drive times.

Evari Website Redesign (June 2018). Overhauled Evari's website, improving overall design, content, and SEO.

City of Santa Fe Street Lighting Inventory and Assessment (September 2017). Crafted an engaging, responsive proposal in response to a competitive RFP on behalf of Evari GIS (Prime consultant). Upon being selected for an interview, designed informative slides to guide presentation. Evari was awarded this project which was completed on-time and on-budget.

LED Streetlight Upgrade Program, Pacific Gas & Electric (PG&E), California (2016-2017). Provided GIS data collection services in support of field audit of approximately 300,000 municipal and PG&E-owned street lights; worked in several cities across PG&E's 70,000 square mile territory. Maintained high data accuracy and safety standards. Updated field manuals for GIS Technicians. Stood in for Project Manager from June-August 2017, coordinating work plans, housing and other logistics.