

# Eric P. Broughton

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## GIS AND DATA ANALYTICS CONSULTING PROFESSIONAL

Seasoned GIS consultant with experience in market research, communications, real estate, advertising & maps.

### KEY SKILLS

Data Querying • Database Management • Trend Analysis • Statistical Analysis • Marketing Analytics Strategy  
Reporting/Presentations • Inventory Management • Research • Map Building • Data Mining  
Analyzing Marketing Effectiveness • Custom Maps • Map Imagery • Content for RFPs/RFQs

Member of the New York State GIS Society

### TECHNOLOGY COMPETENCIES & PROGRAMMING/DATABASE LANGUAGES

ArcGIS	Idrisi	Radian	Social Media
ArcView	MapBasic	Remote Sensing	Platforms
AnySite	Mapinfo	R Programming	Sites USA
Data Ferret	Maptitude	SAS	Sysomos
Google Earth	MS Office Suite	SQL Assistant	
GPS	Python	SQL Query Language	

### RELATED EXPERIENCE

**Newmark Knight Frank** – Buffalo, NY

2017 - 2019

NKF acquired the Multi-Family Appraisal & Valuation division of **GAR Associates** in March 2019

#### Research Associate – GIS Specialist

- Created custom maps and imagery used in real estate project development proposals for municipal approvals.
- Generate economic & market impact reports through data-driven research and aggregation platforms.
- Enter new markets through specialty practice group development and ongoing enhancement of research & reporting divisions. Evaluate tax credit, funding and grant opportunities.
- Provide ongoing data analysis, visualization and custom map imagery for multiple affordable and market-rate housing development projects for governmental entities, not-for-profits, management groups and lending institutions.
- Develop strategies and technical assistance to support team of appraisers working with multi-state clients.
- Track, understand and explain ongoing data updates and policies/procedures with the U.S. Census Bureau.
- Learn and maintain a database of state-level labor statistics.
- Present data and commentary to internal teams to track progress of project support, objectives, financial viability and responses to changes in the market.
- Accumulate market data and trends for both economic and community investments including demographics and rental housing markets' availability and pricing.
- Develop and maintain databases for operating expenses, rental rates, market conditions, transactions and population shifts.
- Provide analysis of real estate trends including rental, for-sale, student, military, institutional and special-needs.

**Cabela's Inc.** – Sidney, Nebraska

2007 – 2011

A direct marketer and specialty retailer of hunting, fishing, boating and other outdoor recreation merchandise.

#### GIS & Market Analyst

- Implemented GIS functionality into the Market Research and Analysis Department influencing key decisions in real estate, advertising and marketing with informed geographic data.
- Interpreted demographic trends to drive successful marketing campaigns and real estate investments.

- Analyzed historic trends in corporate data around retail sales, direct mail campaigns, eCommerce and online advertising to predict ROI of present & future marketing strategies.
- Designed and executed data queries on large enterprise data warehouse to advance prioritization & optimization.
- Maintained and updated competitor location and data information within GIS environments.
- Created automation process for basic map building and key large market profiles.
- Conducted data mining activities across publicly available databases including US & International Censuses, CDC and Fishing, Hunting & Wildlife Survey. Expertly located relevant data sets at lowest cost.
- Built effective data-driven presentations for executive leadership, team members and external client audiences.

**North American Breweries** – Buffalo, New York

2011

Headquartered in Rochester, NAB owns and operates four US breweries & four retail locations in NY, VT, OR & WA.

**Data Analyst**

- Mined data and compiled relevant analyses for presentations.
- Contributed to a research project analyzing the effect of weather patterns on beer sales.

**EDUCATION**

**Bowling Green State University** – Bowling Green, Ohio

Bachelor of Arts, Cum Laude & Dean’s List

Major: Geography – Geographic Information Systems

Minor: Geology

**Niagara County Community College** – Sanborn, New York

Associate in Arts, Phi Theta Kappa International Honor Society

Major: Liberal Arts – Humanities & Social Science

**PROFESSIONAL DEVELOPMENT AND HOBBIES/INTERESTS**

**Professional Development, Conferences & Achievements**

- Member, NYS GIS Association
- ESRI Training: ArcGIS for AutoCad, Data Visualization with ArcGIS, API for JavaScript, ESRI Maps for MS Office, SharePoint, IBM Cognos, Using Python in ArcGIS 10
- Computing for Data Analysis, John Hopkins Bloomberg School of Public Health (Coursera.org) - April 2013
- GIS and Public Health Workshop, University of Albany - April 2013
- GIS/SIG Conference, Rochester, NY - April 2013
- Pitney Bowes Insights User Conference – May 2010
- Geospatial Summit – NYS GIS Association – 2007, 2012
- MapInfo Webinars
- Awarded Eagle Scout - Eagle Project: Created 800-record database of gravestones in historic Sweeney Cemetery located in North Tonawanda, NY for use by the North Tonawanda Town Historian, Niagara County Genealogical Society and the North Tonawanda Library.

**Hobbies & Interests**

- Discovering new music
- Trivia and pop culture minutiae
- Scouting activities
- Jedi and Sith family trees
- Borderline obsessed with professional and indie wrestling
- Olympic hopeful in Rap Battles