Justin Babbitt

3408 W 122 Terrace, Leawood, KS 66209 | 913.217.7243 | justintb@gmail.com

SENIOR BUSINESS ANALYTICS CONSULTANT

Dynamic and enthusiastic analytics technology consultant with 15 years of experience helping Fortune 500 companies across all industries. Focusing on developing and deploying custom data-driven solutions that lead to an understanding of who and where their customers are, to drive marketing and real estate campaigns.

SKILLS & QUALIFICATIONS

Data Analytics - ETL - Project Management - Quality Assurance - Presentation Skills - Research - Collaboration - Communication - Application Development - Demographic Analysis - Segmentation

Adaptive Thinker - Problem Solver - Experienced Trainer - Relationship Builder - Customer Service Mindset - Lifetime Learner

PROFESSIONAL EXPERIENCE

Environics Analytics   2016-2020

The premier marketing and analytical services company in North America.

Analytics Consultant | 2018-2020

Technical role focusing on engineering technical data integrations and spatial analytics
- Engineered and published 50+ analytic Alteryx applications on the Internet
- Architected and engineered location optimization tool
- Engineered mobile analytics solution from EA-proprietary and third-party application programming interfaces
- Created and led internal software users group leading to increased adoption and spurring internal automation initiatives saving significant effort and money

Senior Consultant | 2016-2018

Recruited from Nielsen to leverage technical, client, and project expertise. Aided in client retention, data & service migration, and continuity planning.

- Exceeded client retention goal by 20%
- Managed transition of 50+ client analytic and data projects from acquired business
- Specified requirements for projects from a discontinued platform to a new-technology platform

Nielsen   2010-2016

A global leader in media measurement and data analytics operating in over 100 countries.

Research Executive

Promoted to technical team after demonstrating strong technical and consulting ability
- Communicated complex ideas/methodologies to clients
- Engineered and delivered data integration and analytics projects to Fortune 500 clients
- Packaged relationship and project materials for vendor transition
- Nielsen Simply Excellent Award Recipient

Client Service Manager

Recruited to provide premium technical and product support to a leading wireless carrier.

- Identified growth opportunities for clients
- Designed and drove custom data integrations
- Assisted in securing contract renewals
- Nielsen Simply Excellent Award Recipient

H&R Block   2006-2008

U.S. market leader American income tax preparation company with 12,000 locations worldwide.

GIS Specialist Real Estate/Marketing

Recruited to implement and support a Geographic Information System platform for a large field real estate team. Utilized existing GIS skill set and learned business rapidly to help generate timely and effective reporting and mapping solutions for a variety of internal stakeholders.

- Utilized Nielsen tools and demographics and segmentation to assist in retail site selection
- Administered PrimeLocation (SaaS) platforms for 10 plus users
- Created and delivered platform training program
- Efforts contributed to opening 100+ successful retail tax locations

ADDITIONAL PROFESSIONAL EXPERIENCE

- ***General Electric - Oil and Gas, GIS Analyst***
- ***Black and Veatch, GIS Analyst***
- ***Midland GIS Solutions, GIS Technician***

EDUCATION & CERTIFICATIONS

- Master of Business Administration, Avila University, Kansas City, MO
- Bachelor of Science, Geography, Northwest Missouri State University, Maryville, MO
- Alteryx Designer Advanced User Certification
- Alteryx Certified Professional Certification

COMMUNITY SERVICE

- Heart of America Council, Eagle Scout
- Heart of America Council, Cub Scout Den Leader - 2014-2020
- Sporting Blue Valley, Volunteer Youth Soccer Coach - 2014-2018

TECHNICAL PROFILE

Alteryx Designer & Server | Tableau | Python | MS SQL Server | Oracle SQL Developer | PL/SQL | MongoDB | Demo| ESRI ArcGIS | MapInfo Pro | R Programming | API | Advanced Excel