

HALEY VENTURA

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TRANSPORTATION PLANNER

- Visualization: ArcGIS Pro, ArcGIS Online Applications, InDesign, Illustrator, Photoshop, Sketchup
- Data Analysis: Python, SQL, R, PowerBI, Excel
- Project Management: Client communications, timeline monitoring, budget forecasts, billing, scope-writing
- Language: Conversational Spanish

EDUCATION

University of Illinois Chicago (UIC)

Masters in Urban Planning & Policy, May 2024

GPA: 4.00/4.00

Certificate in Geospatial Analysis & Visualization

University of Illinois at Urbana-Champaign (UIUC)

Bachelor of Arts in Global Studies, Minor in Spanish, May 2019

GPA: 3.79/4.00

Study Abroad: Universidad de Deusto, Bilbao, Spain, Spring 2018

WORK EXPERIENCE

Chicago Transit Authority | Service Planning Intern | Chicago, IL | May 2023 - Present

- Update Title VI triennial program and implement automated improvements to CTA's process on data analysis by updating SQL queries, ArcGIS feature classes and maps, and connecting results to PowerBI
- Create PowerBI reports for cross-agency use and pull insights from ridership, performance, and demographics to provide key information to planning teams for decision-making on service and schedule updates
- Conduct research on peer agencies to provide upper management with national best-in-class equity practices and compile findings on research and industry standards for recommendations on service standards improvements
- Present project findings and technical tools to cross-department leadership and teams for feedback
- Create interactive web apps through ArcGIS Online visualizing population characteristics, such as spoken languages, in CTA's service area for planners to make more informed decisions on translation needs during service changes

UIC Great Cities Institute | Research Assistant | Chicago, IL | May 2022 – May 2023

- Created ArcGIS maps and data analysis for various research projects across the institute
- Managed all design, layout, and digital accessibility requirements in InDesign and Acrobat for publication of the 2023 Chicago Budget Community Engagement Report and Illinois Immigrant Impact Task Force Report
- Initiated migration for entire website to new University managed platform on WordPress for improved accessibility
- Managed Institute's social media planning, event coordination, listserv, and newsletters

Intouch Solutions | Project Manager | Chicago, IL | March 2021 – August 2022

- Managed cross-functional projects by organizing teams, delegating and crafting strategic partnerships across 3 portfolios with over 100 active projects with budgets totaling \$15 million
- Analyzed burn reports weekly through PowerBI, Excel, and Workfront to pull insights and adjust spending
- Developed timelines for multidisciplinary projects; organized monthly out-of-pocket billing across 10+ brands

Fusion92 | Account/Project Coordinator | Chicago, IL | August 2018 - March 2021

- Communicated as the main point of contact for 5 clients daily on all business functions from asset creation to billing
- Built a new email campaign process in Marketo, handled email delivery including HTML editing, and managed direct mail campaigns for 100+ veterinary clinics through coordination with creative agency and vendor partners
- Supported production and project management for 80+ websites developed for Pathway Vet Alliance

Previous Positions Include:

Fusion92 | Account Management Intern | Chicago, IL | June 2018 – August 2018

Teach for America | Campus Ambassador | Champaign, IL | August 2018 – August 2019

VOLUNTEER

Lincoln Park Conservatory | Docent

Chicago, IL | August 2019 – August 2022

Habitat for Humanity at UIUC | Executive Secretary of Organization with 750+ Students

Champaign, IL | August 2015 – June 2019

AmeriCorps | Illinois JusticeCorps Member

Urbana, IL | December 2015 - December 2016