

Lydia Kidwell

she/her | lydia.kidwell22@gmail.com | 703.340.4316 | Reston, VA | linkedin.com/in/lydiakidwell | lydiakidwell.com

Analytical and mission-driven data professional with 2+ years of experience in geospatial analysis, stakeholder engagement, and interdisciplinary project support. Skilled in using **ArcGIS Pro, Python, Excel, and Tableau** to manage large datasets, automate workflows, and visualize insights for decision-making. Committed to continuously expanding expertise in data analysis and sustainability through professional development. Passionate about applying data analytics and GIS tools to address climate change and **drive equitable, data-informed solutions**.

SKILLS

Professional Skills

Project Support, Stakeholder Engagement, Written & Verbal Communication, Research & Reporting, Interdisciplinary Collaboration, Teamwork, Problem-Solving, Organization, Process Optimization, Workflow Documentation

Technical Skills

Data Analysis & Visualization: Python (Pandas, NumPy, Matplotlib), Tableau, Excel, Smartsheet

Geospatial Analysis & GIS: ArcGIS Pro, ArcGIS Online, Raster & Vector Analysis

Programming: Google Collab, Pycharm, Github, Command Prompt, Bash, Python, HTML, CSS, SQL

Reporting & Design: PowerPoint, Word, InDesign, Photoshop, Canva

Currently Learning

R, Ggplot2, ArcGIS StoryMaps

PROFESSIONAL DEVELOPMENT

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|---|------------------------|
| o Hiring Our Heroes' Career Forward Program — <i>Google Data Analytics Certificate</i> | Anticipated May 2025 |
| o Esri — <i>Make an Impact with Modern Geo Apps MOOC</i> | Anticipated April 2025 |
| o Esri — <i>GIS for Climate Action MOOC</i> | March 2025 |
| o LinkedIn Learning — <i>Learning Plan for Sustainability Consultants</i> | March 2025 |
| o Udemy — <i>100 Days of Code: The Complete Python Bootcamp</i> | February 2025 |
| o Kaggle — <i>Intro to SQL</i> | September 2024 |
| o Esri — <i>Going Places with Spatial Analysis MOOC</i> | March 2023 |

EXPERIENCE HIGHLIGHTS

Geospatial & Tabular Data Analysis

- o Analyzed and visualized large geospatial datasets daily in ArcGIS Pro, integrating LiDAR, zoning, utility, and environmental layers to assess industrial site suitability and support clients' Tier System-aligned investment planning
- o Synthesized quantitative and qualitative data into customized client-ready certification reports, incorporating geospatial layers, stakeholder surveys, and due diligence findings, to support organizational site readiness services
- o Cleaned and synthesized FEC campaign finance data with *Python* and displayed the resulting 20M+ data points with a *Tableau* dashboard to make campaign finance data accessible to a general audience (lydiakidwell.com project)

Stakeholder Engagement & Communication

- o Surveyed stakeholders and utility reps via Smartsheet for every site identification project, analyzing and visualizing 50+ data points per project in Tableau and PowerPoint to guide actionable site development goals
- o Created site brochures, identification services pamphlets, and site concept plans in Photoshop and InDesign to market site potential and TG economic development services, as well as support local governments' business attraction efforts

PROFESSIONAL EXPERIENCE

Timmons Group

Richmond & Virginia Beach, VA | July 2022 – August 2024

Project Engineer – Economic Development

Conducted **data and geospatial analysis** to support site certification and identification projects across VA and NC, helping clients strategically prepare properties for investment

- o Designed and distributed 5+ utility and stakeholder surveys per site certification project using Smartsheet, streamlining data collection and ensuring accurate, client-ready inputs aligned with economic development goals
- o Analyzed and visualized stakeholder and site data in Tableau and Excel to define site-specific development goals, providing actionable insights that guided client investment strategies and aligned with regional economic priorities
- o Developed 5+ constraint maps per project in ArcGIS Pro, integrating LiDAR, environmental, and utility datasets to assess site viability and help clients address constraints to accelerate deal readiness
- o Collaborating within an interdisciplinary team to deliver site certification reports - in alignment with relevant economic development authority standards - monthly to clients to improve site marketability and investment potential
- o Led the Mega Site Research Initiative, compiling 10,000+ data points in *Smartsheet* on Southeast U.S. mega sites to support competitive benchmarking and regional economic development strategy
- o Reduced report production time by 8.3% by automating workflows and leading a documentation initiative that delivered reusable templates and guides to improve team efficiency and scalability

VOLUNTEER EXPERIENCE

Virginia League of Conservation Voters (VLCV)

Reston, VA | January 2025 - Present

Advocate

- o Develop advocacy skills by participating in weekly workshops focused on storytelling, messaging, and writing letters to legislators regarding Virginia climate legislation, supporting VLCV's mission of "A Clean, Healthy, Just and Equitable Environment for all Virginians"
- o Learn about and discuss climate science, campaign and community organizing, and using digital tools and social media to advocate for climate solutions in monthly Climate Action Workshops

Pet FBI

Reston, VA | January 2025 - Present

Lost Cats Virginia Facebook Page Lead

- o Share lost and found cat reports from the Pet FBI database on the Lost Cats Virginia Facebook page to support Pet FBI's mission of reuniting pets with their families
- o Communicate with pet owners, track engagement metrics, and analyze share data to improve outreach strategy and recovery rates
- o Collaborate weekly with a mentor to enhance communication and digital community engagement, growing Pet FBI's platform and outreach ability

EDUCATION

Virginia Polytechnic Institute and State University

Blacksburg, VA

- o *Bachelor of Science in Biological Systems Engineering*