

Kevin Matthew Duyst

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EXPERIENCE

Territory Systems Analyst | Cydcor LLC. (February 2019 – December 2019)

29899 Agoura Rd #100, Agoura Hills, CA 91301

- Obtain census data for clients, and isolate ideal locations for success of sales.
- Curate mapping scenarios of addressable markets for Pilot Programs. Customization of mapping boundaries to ensure accuracy and track sales agent performance.
- Python scripting for batch geocoding using Google API to garner data points (lat/lon) of sales reps.
- Develop mapping application processes (ArcGIS, QGIS, Google MyMaps, Salesforce Maps, Geopointe) and functionality for effective use by end users.
- Modify SQL Queries to ensure data import success (Lead Integration process) for displaying and updating Lead Management Databases.
- Create Datasets for internal team users and external sales reps in all mapping platforms.
- Deliver exception reporting and expectations for mapping visualizations.
- Communicate updates through internal and external channels—Executive Board, Campaign Management team, Sales Offices, API Vendors (Mulesoft), and client-facing representatives.

Salesforce Administrator | Cydcor LLC. (January 2020 – June 2020)

- Oversee all Salesforce Functionality and CRM behaviors.
- Attend Salesforce conferences on behalf of Cydcor and fully integrate Salesforce Einstein AI for predictive modeling and generation of lead scoring.
- Dictate access control via customization of page layouts and permissions sets for all users touching CRM.
- Build test environments for internal users to familiarize themselves with Salesforce functionality.
- Liaison between Salesforce and Cydcor for system integration of quarterly releases.

Marketing & Communications Publicist | UCLA Anderson School of Management (May 2017 – June 2018)

Westwood Plaza, Los Angeles, CA 90095

- Conduct and culminate research pertaining to UCLA Anderson's Alumni speakers.
- Publish articles on behalf of UCLA Anderson School of Management.
- Interview various CEO's from Anderson's Alumni Network, such as Blair Taylor (Starbucks), John Stankey (AT&T), and Kevin Plank (Under Armour).

Financial Advisor Intern | Stifel Financial Corp. (August 2016 – September 2016)

217 E Caldwell Ave, Visalia, CA 93277

- Culminate research reports and sales presentations for clients, under the guidance of Lupe Sanchez, Vice President of Investments.
- Interact with clients when advisor was unable to accept calls due to conflicts.
- Preparation of due diligence reports on certain stocks.
- Communicate with annuity companies on certain benefits they offer.

EDUCATION

University of California Los Angeles (UCLA) | September 2014 – December 2018

University of California, Los Angeles, CA 90095

- **Major:** Geography & Environmental Studies
- **Minors:** Geospatial Information Systems (GIS) | English
- **GPA:** 3.67

SKILLS | INTERESTS

Software: ArcGIS, QGIS, GEODA, ENVI, Model Builder, Insight Maker, Python, R, Google Earth Engine, Tableau, Salesforce, Geopointe, Microsoft Products, Adobe Premiere

Certification: Udacity NanoDegree Program (Data Analyst), CBEST