Mbacke N'Diaye Faye

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SUMMARY

Senior Urban Planner with 6 years of experience, including comprehensive project management and GIS technology application. Skilled in data system implementation, stakeholder engagement, and feasibility studies for organizational expansion. Proven leadership in supervising teams and managing urban development initiatives to enhance community infrastructure.

WORK EXPERIENCE

Newark Downtown District   NJ
Senior Urban Planner   Jan 2020 - Oct 2024

- Oversee comprehensive project management activities, including the delivery of a comprehensive streetscape enhancement initiative, featuring decorative lighting, signage improvements, and asset management.
- Conduct feasibility studies to evaluate organizational expansion potential, applying GIS technology to assess financial implications.
- Develop and implement an ESRI-based Data Management System, enhancing Operations Department efficiency and optimizing fieldwork coordination.
- Supervise Economic Development Manager and lead Place Management and Wayfinding Committees, fostering stakeholder engagement and intergovernmental relations.

Urban Planning Associate   Jan 2018 - Dec 2019

- Developed seasonal urban interventions, including parklets and pedestrian malls, to enhance local business patronage and improve the district's walkability.
- Utilized Geographic Information System (GIS) tools to conduct spatial analysis of crime patterns, informing safety improvement strategies.
- Managed the implementation of a pedestrian counting system, facilitating the analysis of foot traffic patterns for urban planning purposes.

MassDOT   MA
Policy Aide & GIS Specialist   Jan 2017 - May 2017

- Conducted comprehensive geospatial analysis to determine transit patterns, utilizing ArcMap to geocode and analyze rider origin-destination pairs, enhancing the understanding of regional transit authority usage.
- Developed and executed SQL queries for the extraction and cleansing of MBTA's Youth Pass Program data, facilitating the evaluation of program performance.

Town of Swampscott   MA
Urban Design Consultant   Jan 2016 - May 2016

- Collaborated with stakeholders to gather input through community meetings and surveys, informing the development of a comprehensive redesign proposal for a local park, which included SketchUp models, GIS maps, and hand-drawn illustrations.
- Prepared and presented a park proposal plan that successfully secured approval from municipal authorities, ensuring the project's alignment with environmental, climate, and historical considerations.

Gardens for Health International   MA
US Team Intern   Sep 2014 - May 2015

- Analyzed web traffic data using Google Analytics to understand customer engagement and behavioral patterns on the company's website.

- Developed tax receipt reports to accurately reflect weekly donation activities and contributed to discussions on sustainable agriculture on the company's blog.

EDUCATION

Tufts University   Medford, MA
Masters of Arts and Science, Urban and Environmental Planning & Policy   May 2017

Suffolk University   Boston, MA
Bachelor of Science, Environmental Studies   May 2014

SKILLS

ArcGIS (Advanced) • ESRI Solutions (Survey 123, Collector, Operations Dashboard, Workforce) • CARTO (Interactive Mapping) • SPSS (Intermediate) • Eco-Visio 5 (People Counting Software) • SketchUp (Intermediate) • Costar (Real-Estate) • Microsoft Suite • Google Suite • Social Media • Data Analysis • Leadership • Strategic Planning • Placer.ai • CoStar