

# Laurie Rulison

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## Professional Summary

Independent, Driven, and Creative Professional. Founded own small business, *Charming Maps*, in 2015. First-rate time management skills and ability to learn new expertise. Creative and artistic eye for excellent cartography in map making and design. High-quality communication with customers and colleagues. Commended for being detail-oriented and problem-solving capabilities. Self-motivated ability to work hybrid and remote. 12 years of experience working with GIS and CAD software systems. Specialized in military installation SDSFIE data standards for the US Navy and USMC GEOFidelis program.

## Leadership / Project Management

- Founded my own company, *Charming Maps*, in 2015. Entrepreneurial role encompasses all design, fabrication, and sales of hand-made map jewelry and gifts through online marketplace, local art markets, and multiple consignment locations. Creates and manages website, online store, finances and sales tax, business management, inventory, social media, marketing, shipping, and local event participation.
- Project Manager for document management and CAD project at MAGFTC MCAGCC Twentynine Palms. Combined project budget of approximately \$500,000, completed on-time and within budget.
- Effectively used project management tools to manage project personnel, tasks, and schedules.
- Experience giving presentations to military personnel on various project elements, including kickoff and status meetings, marketing demonstrations, and on-site project training sessions.
- Excellent organizational skills allow for easy management of project time and workload.
- Senior and Lead GIS Analyst for planning organizations to fulfill military planning projects.
- Provided GIS Tech Support to planning staff throughout the organization.
- Coordinated GIS project tasks with other key members on orthophotography mosaicking projects.
- Provided on-call/24-hour GIS support during wildfire emergency.

## GIS Data Management

- Responsible for providing GIS support to users within the GEOFidelis program, as well as, conduct data compilation, input, and editing; including review and analysis on Marine Corps Installations West GIS data.
- Collected spatial and tabular data from military personnel, local government, and other various sources.
- Created and manipulated data to meet standards using GIS and CAD tools.
- Performed spatial analysis tools to produce informative data to create useful maps.
- Proficient at using DOD geospatial standards (SDSFIE) and following technical procedures to develop data.
- Provided data documentation per project scope, including data dictionaries, metadata, and file structure organization.
- Georeferenced vector and raster data, heads-up digitizing and database manipulation.

## Cartography

- Designer of all map jewelry and gifts for *Charming Maps*. Combine visually-pleasing maps with graphics editing techniques to create one-of-a-kind designs. Sometimes use ArcGIS Online for map capture.
- Produced maps using GIS software applications for over thirty military installation planning documents, including Master Plans, AICUZ, RAICUZ, RSIP, and Encroachment Action Plan documents.
- Digital cartographic map production using GIS and CAD for over twenty commercial map products, including the "Pierson Guide" street atlases, fold-ups, and wall maps.
- Creation of electronic data and maps for web mapping applications.
- Implemented standardized mapping templates for distribution across Marine Corps GEOFidelis program and integration with mapping software.
- Cartographic tools used regularly include ArcGIS, MicroStation, AutoCAD Map, Photoshop, and Illustrator.
- Implemented the ESRI Data Driven Pages process for a 270-acre project.
- Familiar with CMYK film printing process used to create fold-up maps and street atlases.

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## Work Experience

Owner and Designer	Charming Maps	2/2015 to Present
Gymnastics Coach (PT)	Momentum Athletic Center, Parker, CO	3/2023 to Present
Operations Staff and Guest Server (PT)	Dream Dinners, Parker, CO	9/2018 to 01/2023
GIS Freelancer	Tidewater, Inc., Carlsbad, CA	5/2014 to 6/2014
Senior GIS Analyst (Hybrid position)	TAIC, MCB Camp Pendleton, CA	9/2007 to 12/2010
Senior GIS Analyst	The Onyx Group, San Diego, CA	10/2001 to 8/2007
Digital Ortho Analyst	Merrick & Co., Aurora, CO	5/2001 to 9/2001
MicroStation Editor	Merrick & Co., Aurora, CO	10/2000 to 5/2001
Digital Cartographic Specialist	MAPSCO, Inc., Denver, CO	8/1998 to 10/2000

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## Education & Certifications

Bachelor of Arts (BA) in Geography      University of Arizona, Tucson, AZ      5/1998

- GISP Certification #00037245 from 5/2006 – 5/2011
  - U.S. DOD Secret Security Clearance previously held
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## Software Experience

- ESRI ArcGIS Pro, ArcGIS Online, ArcMap, ArcCatalog, Spatial Analyst, 3D Analyst
  - Bentley Systems MicroStation, MGE, and AutoCAD
  - SDSFIE Browser and Geodatabase Builder
  - Microsoft Office Suite – Word, Excel, Access, PowerPoint
  - Microsoft Project, SharePoint, OneDrive
  - Remote Telecommunication – Zoom, Skype, Microsoft Teams
  - Graphics – Adobe Photoshop, Illustrator, SketchUp, Canva
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## Community Involvement

- GIS Day presenter for local elementary school, 2017 and 2018
  - Former member of national and local URISA organizations
  - Map Gallery participant at ESRI International Conference, 2008
  - Volunteer as VP of Fundraising for Elementary PTO for 2 years, 2015-2017
  - Organizer of local new moms' group in 2010 for more than 50 women
  - Founder and President of The Undergraduate Geography Club at University of Arizona, 1998
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## Professional Development

- Continually learning all updated ArcGIS Pro software skills via the ESRI Academy online
- Completed the Cartography MOOC and Going Places with Spatial Analysis MOOC, 2023
- Attended the multiple ESRI International User Conferences, 2002-2008, 2012
- Completed in-person and virtual ESRI Training Courses between 2005 and 2013
- San Diego WebEOC (SD County Office of Emergency Services) Training, 2008
- Advanced Implementation of SDSFIE, CADD/GIS Technology Center, 2005
- Applied Framework for Project Management, Project Management Institute, 2005