



Blake Jackson

GIS ANALYST | RESEARCH

Blake Jackson has joined The Retail Connection as a GIS Analyst in the Dallas office. He brings a solid background in geospatial analysis with a specialized focus on the retail sector. Blake develops interactive mapping applications, spatial visualizations, and data-driven reports to support both consultation and marketing initiatives. His strong research and analytical skills consistently meet—and often exceed—stakeholder expectations. He is proficient in ArcGIS Pro, Esri's Business Analyst Online, Alteryx, and Adobe Photoshop.

Prior to joining The Retail Connection, Blake served as a GIS Analyst for the retail division at JLL in Dallas, where he played a pivotal role in supporting brokerage and leadership teams. His work included creating and managing ArcGIS dashboards, web maps, and web apps that provided valuable insights for strategic decision-making. He also produced high-quality aerial imagery using Photoshop and sources such as Google Earth Pro and NearMap. He conducted in-depth analyses using Placer.ai to uncover market trends, consumer travel patterns, and site opportunities. Blake's expertise extends to compiling demographic reports and traffic data through data to support comprehensive market evaluations.

He earned his Bachelor of Science in Geography from Texas Christian University and an Associate of Science from Collin College.

Outside the office, Blake likes to keep things fun and balanced. He's into gardening, photography, and traveling whenever he gets the chance. He also enjoys visiting new restaurants around town and playing good video games.

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