

Brooke Walters

Intellectually curious, creative, and systematic **analytics professional with 7+ years' experience** in market research and insights analysis. Effective at building influential relationships and delivering impactful insights to executives. Adept in fast-changing global environments. Currently pursuing a M.S. in **Data Science and Analytics**.

EXPERIENCE

Senior Insights Analyst, Corewell Health

Grand Rapids, MI | 2022 - current

- Led the adoption and leveraging of the strategic consumer effort score metric, developed through national and local primary market research.
- Create dynamic dashboards for operational leaders across key consumer touchpoints, driving systemic improvements and consistently outperforming quarterly benchmarks.
- Utilize R and Tableau to aggregate and analyze data on population health and market trends, translating findings into actionable insights for competitive intelligence. Analysis informs strategic decisions, enabling board members to proactively identify and capitalize on growth opportunities, thereby maintaining a competitive edge as the leading health system in the market.

Market Research & Insights Analyst, Spectrum Reach

Grand Rapids, MI | 2016 - 2022

- Cleaned data in Alteryx, analyzed consumer behavior and communicated key findings through data visualizations, presentations, and written summaries, directly contributed to an increase of \$3.4 million in ad revenue.
- Initiated the adoption of Salesforce groups to streamline communication across time zones, curating a repository of best practices, and increased accessibility to insights with cross-functional partners. This initiative boosted productivity and standardized reporting procedures across the board.
- Curated and distributed daily newsletters, updating local sales teams across the U.S. on emerging multiplatform advertising trends, and comScore ratings, bolstering Spectrum Reach's reputation as a knowledgeable leader in audience-based multiscreen advertising solution.

Combat Medic, Michigan National Guard

Ann Arbor, MI | 2011 - 2020

- Applied analytical acumen in high-pressure emergency and clinical settings, prioritizing care for patients based on severity of conditions, demonstrating adeptness in critical decision-making.
- Contributed to a nationally recognized HAZMAT team, known for its innovative and efficient operating procedures; required attention to detail, meticulous data tracking, and adherence to strict procedural protocols.
- Ensured strict HIPAA compliance while administering emergency medical treatments, emphasizing the importance of privacy and confidentiality.

Community Program Developer, Urban Erie (AmeriCorps)

Erie, PA | 2008 - 2010

- Researched and submitted grant proposals, securing over \$200k for community projects.
- Authored and aggregated data for the annual report, fostering transparency and accountability in our operations.
- Constructed a client database in MS Access, improving our ability to track and serve our clientele effectively.
- Forged strategic partnerships with mission-driven organizations, elevating youth and job skills programs and making a significant positive impact on our community.

CONTACT



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EDUCATION

Grand Valley State University

Data Science and Analytics, M.S
current

Grand Valley State University

Advertising and Public Relations, B.S.
Minor in Business

HONORS / AWARDS

Army Achievement Medal

*European Deterrence Initiative
Szentes, Hungary | 2019*

Recognized for leadership, professionalism, and dedication to duty.

Army Commendation Medal

*Operation Enduring Freedom
Kabul, Afghanistan | 2013*

Awarded for meritorious and courageous service.