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 an M.S. in **Data Science and Analytics**.

EXPERIENCE

Senior Insights Analyst, Corewell Health
Grand Rapids, MI | 2022 - current

- Transformed market research into strategic metrics; identified and quantified friction points in the consumer journey, contributing to the optimization of the patient experience and bolstering customer loyalty
- Applied natural language processing tools for in-depth consumer sentiment analysis. Crafted dynamic dashboards that catalyzed systemic improvements, leading to consistently surpassing quarterly performance benchmarks
- Utilized R and Tableau to aggregate and analyze data on population health and market trends, translating findings into actionable insights for competitive intelligence. Analysis informed strategic decisions, enabling teams 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

- 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 bolstering Spectrum Reach's reputation as a knowledgeable leader in audience-based multiscreen advertising solutions

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

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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in linkedin.com/in/bmwlters/

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