# 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*

- Transformed market research into strategic metrics; identified and quantified friction points in the consumer journey, contributing to enhancement of the patient experience
- Applied natural language processing tools for in-depth consumer sentiment analysis. Served as a liaison between agile technical and operational teams, creating dynamic dashboards that informed systemic improvements and the validation of innovative consumer-facing roles
- Utilized R and Tableau to aggregate and analyze population health data 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

### 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
- 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 the ability to track and serve clientele effectively
- Forged strategic partnerships with mission-driven organizations, elevating youth and job skills programs and making a significant positive impact on the community

## CONTACT

✉ Brooke.Melissa.Walters@gmail.com

📞 616-780-9024

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