

BROOKE BEND

630-488-2433 • brooke-bend@uiowa.edu • LinkedIn: brookebend

EDUCATION

Bachelor of Business Administration, Business Analytics and Information Systems

May 2026

University of Iowa, Tippie College of Business, Iowa City, IA

- Minor: Psychology
- GPA: 3.4

TECHNICAL SKILLS

Tools and Frameworks: Python (pandas, NumPy), Oracle Apex, Excel, SQL, Jupyter Notebook, SAP, CX Cloud

Data Visualization: Power BI, Matplotlib (Python)

Techniques: Regression Analysis, Forecasting, Time Series, Hypothesis Testing, Segmentation, Clustering

WORK EXPERIENCE

Operations Associate

May 2025-August 2025

Circana, Chicago, IL

- Supported the Sampling and Projections Team in data-science, operations, with a focus on how marketplaces are measured geographically
- Assisted in RMA restatement process by participating in daily team management meetings and providing analytical input
- Developed standard operating procedures (SOPs) to streamline routine processes for optimized efficiency, accuracy, and consistency
- Communicated with client teams to resolve questions and build custom geographies

Data Analyst Intern

June 2023-August 2024

Sesotec Inc., Bartlett, IL

- Led project to manage data for 4,000+ clients, identifying and correcting discrepancies in CX Cloud and SAP Hana systems
- Presented project progress in company meetings, demonstrating achievements and proposing solutions to meet company objectives
- Engaged with external companies to fill gaps in missing customer information
- Assisted sales team to analyze customer data and develop strategies for contacting clients, assisting in efforts to resolve unpaid invoices and enhance revenue recovery

LEADERSHIP AND ACTIVITIES

Alpha Phi

October 2022-Present

Alpha Phi, Delta Epsilon Chapter

- Held position of Director of Finance (2023-2024), where responsibilities include communicating chapter dues among members, overseeing chapter budget management, and establishing payment plans
- Member of Continuous Open Bid Committee for promoting chapter involvement among campus, reaching membership of 170+ women, achieving highest membership count on campus

Tippie Students for Service

November 2024-Present

Volunteer

- Volunteer organization among the business college, where biweekly meetings are held to perform various acts of service for the community

