Collin K. Berke, Ph.D.

collin.berke@gmail.com | 605-760-7090 | LinkedIn: linkedin.com/in/collinberke | GitHub: github.com/collinberke

Research Analyst

Media Research Analyst • Earned Doctorate from Texas Tech University • Extensive experience in wrangling, analyzing, and visualizing data • Published in various peer-reviewed academic journals

Lead Researcher of Various Consumer Insight/Audience Studies	Trained in Various Quantitative and Qualitative Research Methodologies
Digital, Social, and Broadcast Media Analytics	Data Warehousing
Survey Creation, Analysis, and Presentation	Lab Technician and Analyst Management
A/B Testing and Experimental Analysis	Psychophysiological Data Collection/Analysis
Descriptive and Predictive Data Analysis	Eye Tracking Data Collection/Analysis

Professional Experience

NET, Nebraska's PBS & NPR Stations — 2017—Present

Media Research Analyst — 2017—Present

Provided analytics expertise to organize, produce, and analyze data for an audience of over 900,000 viewers/listeners. Duties included working with a team to create insights that drove content strategy for television, radio, digital, and social media platforms. Tasked with developing assessment metrics and key performance indicators for various marketing campaigns and educational initiatives. Developed and communicated insights through the use of several data sources: Google Analytics 360, YouTube, Facebook, Twitter, Nielsen Television Ratings, Arbitron Radio, Trition Digital, Allegiance Marketing Database, and audience surveys. Knowledgeable in data extraction, transformation, and loading processes. Worked and developed infrastructure around several APIs to automate analyses and reporting. Extensive experience in wrangling, analyzing, and visualizing data. Worked extensively with several statistical programs/programming languages: R, SPSS, and SAS.

The University of Nebraska – Lincoln & Southeast Community College — 2018—Present

UNL Adjunct Instructor – Sports Data Visualization and Analysis — 2019—Present
SCC Adjunct Instructor – Public Speaking & Professional Communication — 2018—Present

Responsible for teaching a sports data journalism course, which focused on using the R statistical programming language to teach students how to wrangle, analyze, and visualize sports related data to produce sports related news stories. Responsible for teaching several communication courses focused on developing students' public speaking, presentation, and communication skills.

Texas Tech University — 2014—2017

Research Assistant & Lab Manager – Cognition & Emotion Lab (CEL) — 2014—2017
Instructor of Record — 2014—2017

Responsible for various academic research studies. Examined the role attentional and emotional responses play in strategic communication efforts. Involved in the generation and implementation of research projects; application process for grant funding; data collection, storage, and analysis; and presentation of various research projects to local, national, and international audiences. Taught several mass and strategic communication courses.

Education

Ph.D., Media and Communication, 2017 • Texas Tech University, Lubbock, TX

M.A., Communication Studies, 2013 • The University of South Dakota, Vermillion, SD

B.S., Education – Recreation/Sports Management, 2011 • The University of South Dakota, Vermillion, SD