Chandler Hennig

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PROFESSIONAL EXPERIENCE

Brandwatch, Somerville, MA (remote)

Lead Research Consultant   *July 2022 - present*

- Lead a dedicated professional services team scoping, resourcing, and delivering custom research projects using Brandwatch's social listening tools.
- Create dynamic dashboards and slide-based deliverables with data-driven recommendations based on share of voice (SOV), sentiment, thematic/trend, and audience analysis to guide clients' social strategy.
- Oversee quick-turn reporting workstream to monitor and report on emerging brand crises. Developed and implemented alerting infrastructure to identify potential crises early and at-scale.
- Conduct cross-functional meetings with Account Management, Customer Success, Support, and Engineering teams; incorporating client feedback to enhance processes/outputs.

Forrester Research, Cambridge, MA

Associate Consultant   *April 2021 - June 2022*

- Created thought-leading marketing content as a member of Forrester's Market Impact team. Collaborated with internal stakeholders and clients to design custom qualitative and quantitative surveys backed by Forrester's research. Managed the end-to-end data collection process, including all interactions with fielding partners, to ensure data quality.
- Compiled, analyzed, and visualized survey data via Excel, SPSS, MarketSight, and PowerPoint.
- Designed, programmed, and managed the fielding of a Qualtrics-based survey focused on industry sales enablement. Collected and helped analyze several hundred survey responses to inform client's industry sales enablement program.

Senior Research Associate   *January 2020 - April 2021*

- Served as project manager for both short- and long-term research initiatives on the Business Insights team. Responsibilities included creating and monitoring report timelines, conducting customer reference phone interviews, managing survey deployments, visualizing data, and preparing and proofreading client advisory materials.
- Managed the successful update of the Digital Intelligence and Data Management Playbooks. Served as project lead for Forrester's vendor evaluations of location intelligence, digital intelligence, and social listening platforms.

Research Associate   *October 2018 - January 2020*

- Supported, and collaborated with, analysts on the creation of short and long form content for research on artificial intelligence, data management, digital analytics, and location intelligence.

Melick & Porter, LLP, Boston, MA

Litigation Intern   *September 2017 - October 2018*

- Produced legal case summaries used by the firm's attorneys during mediation. Compiled summaries from various sources including personnel records, payroll documents, settlement demand letters, Equal Employment Opportunity Commission complaints, and case assessments.

EDUCATION

Boston University, Boston, MA

Bachelor of Arts in Economics and International Relations (3.87/4.0 GPA)

TECHNICAL SKILLS AND KNOWLEDGE

- Brandwatch Consumer Research (BCR)
- Google Suite
- Microsoft Office Suite
- Buzzsumo
- Qualtrics
- SPSS
- MarketSight
- Salesforce CRM