

# Sheldon Henderson

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## Professional Summary:

Dynamic and analytical Social Listening Analyst with a proven track record of fostering online communities, leveraging social media analytics, and delivering data-driven insights to shape impactful brand strategies. Expertise in real-time social listening, trend analysis, and audience engagement to drive growth and enhance brand loyalty. Highly skilled at building communities, optimizing campaigns, and aligning brand messaging with audience sentiment and behaviors.

## Work History

### **Social Listening Analyst | Chipotle Mexican Grill HQ, Columbus, OH**

#### **Current - 2022**

- Monitored brand mentions and industry trends across multiple platforms, analyzing 10,000+ mentions monthly using tools like Khoros and Sprinklr. (Assisted transition between monitoring platforms)
- Planned, developed, and executed data-driven reports and communications using SQL and Boolean logic to shape social strategy, marketing campaigns, prevent crisis and risk situations.
- Used SQL and Boolean queries to analyze social media metrics and consumer sentiment, delivering actionable reports to shape social strategy and marketing campaigns. (Owned and conducted reports by request, daily, and monthly)
- Presented key social insights and recommendations to stakeholders, improving brand perception and community engagement.
- Collaborated closely with content teams to align influencer and owned media strategies with audience needs.
- Utilized social listening tools to proactively identify and address 3-5 potential crises per quarter, safeguarding brand reputation and ensuring compliance with industry best practices.
- Generated detailed newsletters through Eloqua, integrating customer analytics to inform internal teams.

### **Student Office Assistant Manager | Ohio State University, Columbus, OH**

#### **2022 - 2019**

- Supervised event logistics, ensuring seamless execution while managing real-time challenges.
- Provided technical support for equipment and connectivity, maintaining operational efficiency.
- Delivered excellent client service by coordinating schedules and resolving issues proactively.
- Streamlined communication flow across staff and departments, improving organizational effectiveness.

### **Communication/Marketing Intern | Electronic Transaction Association, Washington D.C**

#### **2021 - 2020**

- Managed social media platforms, consistently posting 2-3 times daily to build audience engagement.
- Collected and analyzed social media data to inform strategic content decisions and marketing campaigns.
- Designed marketing collateral, including digital posters and advertisements, aligning with brand strategy.
- Conducted market analysis, presenting insights to support sales and business development initiatives.

## Education

**BA in Communication And Technology | The Ohio State University, Columbus, OH**

*Minor: Innovation And Entrepreneurship*

## Certifications

**Sprinklr Social Analyst Pro:** Sprinklr | February 2025

**Business Analytics:** eCornell | July 2023

**Marketing Analytics:** Stand Out by Becoming an Analytics Pro! | December 2022

**Skills -**

**Community Building & Engagement:** Experience fostering online communities and managing brand interactions.

**Social Media Analytics/Intelligence:** Proficient in Sprinklr, Khoros, Boolean Logic, Salesforce, and Netbase.

**Boolean Queries:** Proficient in search for data extraction and actionable insights.

**Data-Driven Strategy:** Adept at interpreting social metrics to inform content and campaigns.

**Crisis Management:** Expertise in monitoring sentiment and mitigating risks.

**Content Collaboration:** Skilled in aligning creative assets with audience insights.

**Reporting & Insights:** Experienced in creating comprehensive reports and actionable recommendations.

**Marketing Technology:** Proficient in Eloqua, Photoshop, and Microsoft Office Suite.

**Project & Task Management:** Effective at handling multiple priorities in fast-paced environments.