

LENA HÖCK

RESEARCHER

CONTACT

+49 1577 7180778

LCAHOECK@GMAIL.COM

WWW.LENAHOECK.COM

PROFILE

I am a researcher with excellent communication skills and a passion for elegant design.

Experienced in both quantitative and qualitative research, I analyse data to shape business strategy. I am detail-oriented yet creative, and speak English and German on a native level.

EXPERIENCE

RESEARCH MANAGER | EMEA & APAC

BRANDWATCH | JAN 2020 – PRESENT

- Lead a team of research analysts
- Externally represent Brandwatch
- Advise on strategy and research methodologies

SENIOR RESEARCH ANALYST

BRANDWATCH | JAN 2019 – DEC 2019

- Collect, analyse and visualise data
- Write reports and present research

RESEARCH ANALYST

BRANDWATCH | APRIL 2018 – DEC 2018

BUSINESS DEVELOPMENT MANAGER

SPRINGEST | APRIL 2017 – FEB 2018

- Manage client and partner relationships
- Research EduTech market and position Springest
- Improve efficiencies and implement processes

FOUNDING PARTNER

NEXT LEVEL ESCAPE | APRIL 2016 – NOV 2017

- Build the business from ground up
- Market the business through various channels

RESEARCH ECONOMIST

RESERVE BANK AUSTRALIA | JAN 2015 – JAN 2016

- Analyse quantitative data, construct economic models and forecasts
- Write research papers, contribute to publications
- Present findings to senior management

EDUCATION

MASTERS OF ECONOMICS

UNIVERSITY OF NEW SOUTH WALES | 2014
Graduated with High Distinction

BACHELOR OF ECONOMICS & FINANCE

UNIVERSITY OF WOLLONGONG | 2011 – 2013
Graduated with High Distinction

SKILLS

LANGUAGES

English (native level)
German (native level)

COMPUTER

MS Office
Google Suite
Brandwatch } excellent

Stata, EViews
WordPress } good

R, HTML, CSS
Adobe Illustrator } basic

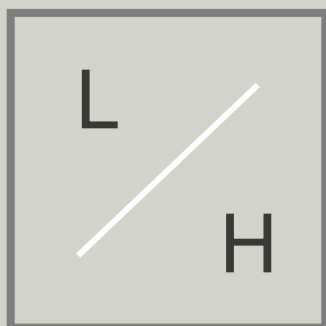
ENGAGEMENT

VOLUNTEER WORK

- Effective Altruism Berlin member (2017 – 2020)
- Tutor, Flüchtlingshilfe Oberursel (2017)
- Writer, Greenpeace Australia (2016)
- Effective Altruism Sydney member (2015 – 2016)
- Economic Engagement Committee member, Reserve Bank of Australia (2015)
- Consultant, 180 Degrees Consulting (2014)
- English Tutor, Mission Australia (2012–13)

UNIVERSITY

- Top 5% of all business students (2011–13)
- Prize for highest mark in microeconomics
- Academic tutor in the economics faculty
- Organised business conference for over 150 participants
- Founding member of the Economics Society
- Research assistant for two academics



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