


Andrew Muchnick

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Summary

Strategic intelligence professional with over 5 years experience developing and executing bespoke media monitoring and analysis services for diverse clients. Skilled at synthesizing pertinent content from advanced information sources and producing actionable insights and deliverables. Technology proficiencies include: Bloomberg Terminal, LexisNexis, Opoint, Critical Mention, TV Eyes, and open-source/government databases.

Experience

Senior Director - Media Monitoring & Analysis

Bullpen Strategy Group

Jul 2022 - Present (7 months)

- Manage client relations for media-monitoring workstreams for a portfolio of Financial Services and Energy accounts with revenues exceeding \$1 million annually.
- Direct creation and delivery of dozens of daily and weekly reports, including: daily news clips packages, date-limited coverage analyses, journalist profiles, and war-room style congressional hearing live coverage and post-hearing reaction summaries.
- Regularly contribute to research and communications efforts by assisting with messaging development, fact-finding, and key-voice identification.
- Write ad copy and social media content for business development and marketing materials.

Director - Media Monitoring & Analysis

Bullpen Strategy Group

Jul 2021 - Present (1 year 7 months)

- Developed internal workflows and assisted team-management.
- Assisted with internal technology research and development.
- Similar functions as Senior Associate

Senior Associate - Media Monitoring & Analysis

Bullpen Strategy Group

Aug 2019 - Jul 2021 (2 years)

- Conducted daily media monitoring operations including: searching for print news stories, relevant social media content, and important broadcast television hits.
- Compiled and distributed findings into digestible reports using a proprietary Dashboard system.
- Conducted rapid-response projects around live events such as congressional hearings requiring real-time news alerting and video clipping, transcription, distribution.

Research Associate

Definers Public Affairs

Nov 2018 - Jun 2019 (8 months)

-Used open-source data from federal, state, and local government databases, as well as non-profit repositories, and media coverage to conduct corporate opposition- and due-diligence research. Regularly reported my findings in written documents varying in length from one-page briefs to multivolume "books" over the course of several months.



Deputy War Room Director

Definers Public Affairs

Jul 2018 - Nov 2018 (5 months)

-Provided media monitoring services and assisted War Room Director delegate responsibilities and aid in other administrative duties.



War Room Analyst

Definers Public Affairs

Jul 2017 - Jul 2018 (1 year 1 month)

Provide a variety of public affairs services to corporate clients including:

- Print, social, and broadcast media monitoring and rapid response
- Media and social media analysis
- Opposition research using open-source data



Legislative Intern

Miller/Wenhold Capitol Strategies, LLC

Jan 2017 - May 2017 (5 months)

- Track legislation and regulations as they moved through House and Senate using the congressional legislative database.
- Write blog posts for company website on a variety of political topics.
- Compose summaries of pertinent congressional hearings for senior staff.



Grassroots Intern

American Bankers Association

May 2016 - Aug 2016 (4 months)

- Reporting/Tracking: Consolidated raw data from Qualtrics survey software into cohesive reports to track over 500 bankers' involvement in two different grassroots campaigns.
- Direct Communication: Communicated with bank executives and Congressional staff to coordinate and visits to local banks by Congressional delegations.
- Research: Conducted primary and secondary background and fact-checking research for supervisor presentation.

Education



University of Mary Washington

Bachelor's Degree, History and Political Science

2013 - 2017