

Ayesha Chetty

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Relevant Experience

Audience and Message Research Manager, M+R (2024–present) (remote)

- Conduct research to understand target audiences' motivations and behavioral patterns for a range of progressive nonprofit clients:
 - o Design and launch surveys, sourcing participants through panels or email lists
 - o Design and conduct focus groups, including over video-call platforms, sourcing participants through panels or email lists
 - o Develop insights about target audiences using syndicated research tools or social listening tools to get the most up-to-date national data
- Conduct message testing using platforms such as Swayable to evaluate the effectiveness of messages or concepts pre-launch
- Work on cross-functional teams to understand client needs and propose suitable research methods
- Contribute research expertise to proposals for new projects involving research components

Research and Evaluation Associate, DCG Communications, Washington, D.C. (2023) (remote)

- Conducted user experience research for health management websites and applications
- Conducted extensive research on mass violence and terrorism to generate creative insights and recommendations
- Advised staff on public health practices and principles, including needs assessments, program design and evaluation, and public health communications
- Developed projects, identified participants, wrote recruitment tools, and recruited participants
- Designed and lead in-depth/key-informant interviews, focus groups, and case studies
- Analyzed data to create actionable insights, best practices, and provide change recommendations
- Cultivated client relationships and communicated with cultural sensitivity

Research Consultant, Chorus America, Washington, D.C. (2022–2023); part-time, contract (remote)

- Designed and conducted mixed-methods research (surveys and semi-structured interviews) study for client
- Built relationships with 21 non-profit partner organizations in North America to gather data
- Analyzed data and presented findings to stakeholders
- Produced a report and other written deliverables based on analysis of the data

Adjunct Professor, School of Music, Louisiana Tech University, LA (2022) (remote)

- Designed and taught a sociological approach to music and culture to music majors
- Managed virtual classroom discussion
- Evaluated student learning through a series of assignments and projects

Community Research Manager, National Humanities Alliance, Washington, D.C. (2022–2023) (remote)

- Designed and conducted customized research to suit partners' needs, working collaboratively with stakeholders
- Built and managed relationships with a diverse range of people and organizations across the country resulting in 100+ customized surveys in 2022
- Produced high-quality reports on the impact of partner organizations' public humanities programs dedicated to making more equitable communities
- Facilitated workshops/training in evaluation research as capacity building for partners
- Conducted IDIs for case studies, collaboratively coded and analyzed the data in Dedoose

Postdoctoral Research Associate, Center for the Study of Race & Ethnicity, Brown University, RI (2021)

- Developed book proposal and participated in peer support and feedback sessions with other fellows

Research Assistant, Ohio Policy Evaluation Network, Cincinnati OH (2018–2021)

- Created an annotated bibliography for a project on self-managed abortion
- Provided administrative support for one (1) of nine (9) major projects

PhD Researcher and Instructor, The University of Cincinnati, Cincinnati, OH (2015–2021)

- Designed research plan for multi-year project on race and culture
- Recruited 34 BIPOC participants around the US and conducted IDIs with them
- Collaboratively coded and analyzed data from 60 semi-structured interviews on abortion experiences
- Designed and instructed 14 undergraduate classes (five (5) different sociology course topics)

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- Incorporated varied media and creative projects to maximize learning potential
- Facilitated discussion of complex and sensitive subject matter
- Supervised undergraduate projects and evaluated learning through varied assignments

Research Officer, Skills International (Pvt) Ltd, Colombo, Sri Lanka (2013–2015)

- Compiled proposals for appropriate development projects pertaining to the consultancy division
- Collaborated and managed relationships with external consultants and partner organizations to execute a range of projects including social and environmental impact assessments
- Developed a survey for a nationwide study on sexual harassment on public transportation

Consultant, Asia Pacific Women's Watch, Colombo, Sri Lanka (2013)

- Wrote a report on violence against women in the Asia Pacific Region for the March 2013 UN Commission on the Status of Women making recommendations on how to address violence against women

Consultant, Women & Media Collective, Colombo, Sri Lanka (2013)

- Wrote baseline report on sexual and reproductive rights of women in Free Trade Zones in Sri Lanka
- Collaborated with grassroots organizations and translator to obtain relevant data

Research Assistant, International Center for Ethnic Studies, Colombo, Sri Lanka (2010–2011)

- Collected survey data from organizations which provided services to victims of domestic violence
- Conducted semi-structured interviews with staff at domestic violence shelters in Sri Lanka to gather data for a project on the outcomes of the Prevention of Domestic Violence Act 2005
- Facilitated a focus group to hear women's voices about their experiences
- Conducted participant observation at a variety of public gatherings in post-war Sri Lanka, where the Lessons Learnt and Reconciliation Commission were soliciting citizens' concerns and opinions for the purpose of coming up with strategies for moving forward

Education

Ph.D. in Sociology, University of Cincinnati, OH

LL.M. in Socio-Legal Studies, University of Kent, England

LL.B. in Law, University of London, England

Public Writing

Cecily Hill, Mariel Aquino, and **Ayesha Casie Chetty**. 2024. "[Community Case Studies: How the Humanities Enrich Community Life.](#)" *National Humanities Alliance*

Ayesha Casie Chetty. 2023. "[Cross-cultural Learning Through Song: 2022-2023 Impact Report](#)" *Chorus America*

Ayesha Casie Chetty. 2023. "[Building Community and Cultural Learning Through Group Singing](#)" *Chorus America*

Ayesha Casie Chetty. 2023. "[Lessons Learned: Building Partnerships with Schools.](#)" *Chorus America*

Ayesha Casie Chetty. 2022. "[Pontchartrain Park Pioneers: Incorporating Oral Histories into Humanities Curricula.](#)" *National Humanities Alliance Blog*

Ayesha Casie Chetty. "[Odysseus Goes to University.](#)" *National Humanities Alliance*

Ayesha Casie Chetty. "[Forging Community Across the Hemingway Highway.](#)" *National Humanities Alliance*

Ayesha Casie Chetty. "[Expanding the Reach of Summer Programs.](#)" *National Humanities Alliance*

Skills

Administrative tools: Microsoft Office Suite | G-suite | Monday | Slack | Asana

Quantitative Research Tools: Qualtrics | Survey Monkey | Forsta | SPSS | Excel | ArcGIS

Qualitative Research Tools: NVivo | Dedoose | Atlas.ti | User Interviews

Market Research Tools: Talkwalker | MRI Simmons | Swayable | Remesh

Soft skills: Empathy | Adaptability | Problem-solving | Active Listening