KEHINDE O. OJO

*Home Address: 5732 Meadowbrook Drive, Harrisburg, PA 17112; Phone Number: 773-606-9646; Email:* [*kehnniey@yahoo.com*](mailto:kehnniey@yahoo.com)

*EDUCATION*

* **MA Economics**,University of Arkansas, Fayetteville, AR, USA
* **MS Statistics**, University of Arkansas, Fayetteville, AR, USA
* **BS Mathematical Sciences**, University of Agriculture, Abeokuta, Nigeria

*CERTIFICATION*

* **Principles of Marketing Research,** University of Georgia, Atlanta, GA

February, 2014

# *TECHNICAL SKILLS*

* **Statistics/Methods** – Experimental Design, Logistic Regression Analysis, Stochastic Processes, Multivariate Analysis, Time SeriesAnalysis, Econometrics, Factor Analysis, Cluster Analysis, Discrete Choice/ Conjoint Analysis, MaxDiff, New Product Forecasting, Market Structure, A/B testing
* **Finance** – International Finance, Multinational Business Finance
* **Computing platforms** – Windows, Unix, and Macintosh
* **Software** – **SAS**, **STATA**, **SPSS**, **JMP**, R, @Risk, Microsoft Visual Basic Application, **Nielsen Nitro/Answer**
* **General** – MS Access, MS Excel, MS PowerPoint, MSWord, SQL

EXPERIENCE

**The Hershey Company**– [*Research Manager, Global Advanced Analytics Insights*](https://www.linkedin.com/vsearch/p?title=Research+Manager%2C+Global+Advanced+Analytics+Insights&trk=prof-exp-title)

June, 2014 – Till Date

* Media and shopper promotion impact measurements(including ROI and Incremental Lift evaluation)
* Marketing Mix Modeling(International: Brazil, India, UAE/KSA) and US Retail Forecasting
* **Coordinate Nielsen Marketing Mix project deliverables for US Hershey and Kisses franchises**
* **Extract data from Nielsen Nitro and Answers Ad Inter for various forecasting projects**
* HR analytics team statistical consultant
* New statistical methodology process documentation

**General Mills** – Global *Consumer Insights and Supply Chain Analytics*

April, 2014 – June, 2014

**Supply Chain Analytics Associate** **(Full Time)**

* Coordinate Snack Category Expansion forecasting and demand planning
* Adapt proprietary forecasting method to improve new product forecasting

May, 2011 – April, 2014

**Global Consumer Insights Associate (Full Time)**

* Consulting with Consumer Insights partners and others on study design
* Writing and fielding survey questionnaires
* Data analysis and interpretation
* Report preparation and presentation for maximum impact
* Serving as a statistical/methodological resource to others on the Advanced Analytics team
* Serving as a methodology consultant to the broader Consumer Insights function
* Developing & introducing new research methods and approaches as needs require

**Harrisburg Area Community College** (**HACC**)

Fall Semester, 2015 – Till date

**Adjunct Professor (Part Time)**

* Create course materials for and teach Introduction to Statistics and Pre-Algebra

**Strayer University**

Fall Quarter, 2012 – Summer, Quarter, 2015

**Adjunct Professor (Part Time)**

**National American University**

Fall Quarter, 2011 – September, 2012

**Adjunct Professor (Part Time)**

* Create course materials for and teach Business Statistics, College Algebra and Foundations of Mathematics

**Northwestern University** – *Mental Health Services and Policy Program, Behavior Science and Psychiatry Department*

November, 2010 – May, 2011

**Research Data Analyst (Full Time)**

* Develop standard reporting templates, policies, and procedures
* Design and prepare documentation for research projects data management and data analysis
* Performing a variety of statistical analyses using appropriate applications
* Merge data from multiple sources in preparation for analysis
* perform data cleaning and organize data files for analysis
* Interpret results of analyses for use in reports, presentations and publications
* Manage report deployment and delivery to customers

**City Colleges of Chicago –** *Richard Daley College*

Fall, 2010 – Spring, 2011

**Adjunct Professor (Part Time)**

* Create course materials for Developmental Mathematics
* Develop and conduct exam with timely recording and submission of grades
* Update course website and assign homework and class activities

**Millward Brown (Full Time)**

May 2010 – October, 2010

**Marketing Research Analyst (Full Time)**

* Clean marketing survey data and prepare them for statistical analyses
* Run regression, Anova, Ancova, path, cluster, turf, factor and correspondence analyses on marketing survey data
* Write SPSS and SAS syntax for various marketing study projects
* Perform statistical consulting to explain statistical results to the client service arm of my firm

**Ready Made Staffing**

June 2009 – May, 2010

**Yoruba Interpreter (Part Time)**

* Interprets for two cook county public defenders and their clients from English to Yoruba and Yoruba to English in court sessions and also during jail visits

**Ipsos ASI –** *Survey Based International Advertising Research Company, Chicago*

July, 2007 – May, 2009

**Marketing Research Analyst (Full Time)**

* Clean marketing survey data and prepare them for statistical analyses
* Run regression, factor and correspondence analyses on marketing survey data
* Write SPSS and SAS syntax for various marketing study projects
* Perform statistical consulting to explain statistical results to the client service arm of my firm
* Respond to custom/ad hoc requests for data reports (access, excel, SPSS)
* Work with team and client in creating actionable recommendations

**Chicago Public Schools -** *Department of Applied Research and Evaluation, Chicago*

July, 2007 – August, 2007

**Statistical Analyst (Part Time Consultant)**

* Assist in Data Cleansing and Management
* Help in analyzing the relationship between ISAT and Classroom Scores

Aug 2004 to Dec 2005 *Dept. of Economics, University of Arkansas*

**Graduate Assistant**

* Researched economics papers in health, market price arbitration, gas price regulation and transportation logistics
* Graded papers for economics courses: Economics Principles and Econometrics

Aug 2002 to Jun 2004  *Dept. of Mathematics, University of Arkansas*

**Graduate Assistant**

* Proctored and graded examinations for mathematics courses
* Taught Statistical Methods Lab, Principles of Statistics, Finite Mathematics, and College Algebra

Feb 2000 to Feb 2002 *Church of Jesus Christ of Latter-day Saints, Accra, Ghana*

**Missionary**

* Served as a missionary full-time for two years, taught families, performed community service, and supervised 16 other missionaries in their work in English

Sep 1998 to Jul 1999 *Model Women Education Centre, Obollo-Etiti, Enugu, Nigeria*

**Math and Science Teacher**

* Taught mathematics, physics, and chemistry to Twenty high school students