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ADEYANJU PINHEIRO - AINA

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| Career Summary | Adeyanju is a Business Analyst with experience in business optimization. Her quest to know what makes people tick, birthed her passion and pursuit in Analytics. With over 9 years of operational experience working as client facing Executive and Project Manager, Yanju is a dab hand at managing Projects and clients as well as ensuring timely deliverables. She stands out for her technical ability in Project co-ordination, data Analytics, creating dashboards and generating top notch Insight. |
| Work experience | **Experience**   * As client facing Executive, Adeyanju was responsible for client management, designing proposal and Research instrument, data collection, advanced analysis of data set (using SPSS) as well as generating report through data visualization using Microsoft Power BI. * She was also a key account Manager on three massive social Research study aimed at reducing poverty by improving the performance and inclusiveness of key market systems in the community. Funded by the Department for International Development (DFID) and supported by the World Bank. * As a Project Manager, she has managed several key global Projects for 3 years with ease while delivering to timeline and surpassing client expectations. There are lots of positive feedback testifying to this. * As a trainer, she has taught over 500 young analyst on how to use Power BI for business analysis and data visualization to bring about business optimization   **Key Accounts Handled amongst many**   * Diageo * Heineken * Google * Philip Morris International * Standard Chartered Bank * Ford * Unilever * Nestle   **Kantar**  Nov 2017 -Nov 2020  **Senior Project Manager**  **JOB ACHIEVEMENTS**   * More Projects was won on the Multi-Country Project platform with a clear understanding of client business goal and great ability to plan for client needs * Generated several market intelligence and recommendations to meet client needs as well as trend and predictions to inform their line of action * Management of end to end level details of complex strategic Projects requiring interaction with the end client and supplier management while managing several human resources * Proposed several cost saving solutions while ensuring agency margin on Projects are at their optimum with no record of running any Project at a loss. * Identified new sources of analyzing data to gain customer Insights   **Strategic Research & management Insight**  August 2011 – June 2017  **Senior Research Executive**  **JOB ACHIEVEMENTS**   * Displayed clear understanding of client business strategy and work with the company to deliver on client requests * Designed, managed and executed small, medium and largescale Projects with minimal supervision. Activities include writing proposals, designing questionnaires/discussion guides, sample design and tab specs. * Moderated several Focus Group Discussions as well as carried out transcribing and gave thematic report * Displayed great ability to analyze data patterns in details to understand significance and identify appropriate action to meet client needs |
| Education | 2020 Manchester Metropolitan University - M.Sc Business Analytics (in view)   1. Project Management Institute - PMP (in view) 2. Utiva Data Academy - Data & Business Analytics 3. Lagos State University - B.Sc. Political Science   1996-2002 Lagos state model College - Senior Secondary School Certificate |
| Awards | African Service Quality and Customer Heart Beat Super Star Awards in Corporate High Performance Employees Category |
| Professional Affiliation | Member of the Project Management Institute USA |
| Computer skills/Software | Ms suites, Analyzing with SPSS, Building dashboards with Excel and Power BI, Digital Marketing and Blogging; [www.digitalmarketingbay.org](http://www.digitalmarketingbay.org) |