

LADE OMOTADE

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PROFESSIONAL SUMMARY

Psychology graduate and empirical researcher experienced in cognitive-behavioral evaluation, survey methodology, and public science communication. Hands-on experience conducting **quantitative and qualitative data collection**, systematic **literature reviews**, and inferential statistical analysis in SPSS. Background includes **analyzing empirical behavioral data**, evaluating regional food security datasets, and translating psychological research and public health concepts into clear, engaging analytical reports for broad audiences.

CORE COMPETENCIES

- **Research & Evaluation:** Quantitative & Qualitative Data Collection, Systematic Literature Review, Secondary Data Synthesis, Monitoring & Evaluation (M&E) Principles, Survey Instrument Design
- **Statistical & Behavioral Analysis:** SPSS (PPMC, Simple Linear Regression, One-Way ANOVA), Descriptive & Inferential Statistics, Cognitive Inflexibility Frameworks, Research Ethics Compliance (IRB Standards)
- **Communication & Policy:** Science Writing, Community Advocacy, Research Translation, Editorial Review
- **Technical & Workflow Tools:** SPSS, Google Workspace, Google Sheets (Data Cleaning & Modeling), NotebookLM (Literature Review & Evidence Synthesis), Cadre Harmonisé Regional Datasets, Workflow Management (Asana), Open-Source Documentation, CMS Platforms

ACADEMIC RESEARCH & COMMUNITY DATA PROJECTS

Undergraduate Research Thesis – Obafemi Awolowo University (OAU)

Mental Health Beliefs, Attitudes, and the Role of Psychological Inflexibility in Seeking Professional Psychological Help Among Employees of OAU

- **Conducted an extensive academic literature review** synthesizing clinical studies on cognitive rigidity, behavioral avoidance, and structural barriers to mental care.
- Executed end-to-end quantitative and qualitative data collection across an institutional target population, **adhering strictly to research ethics compliance** and informed consent protocols (IRB standards).
- **Administered inferential and descriptive statistical tests in SPSS**, applying Pearson Product Moment Correlation (PPMC), simple linear regression modeling, and one-way ANOVA to evaluate behavioral predictors.

- **Authored comprehensive research reports** detailing statistical findings to support employee assistance programs, institutional wellness policies, and cognitive-behavioral health initiatives.

Regional Vulnerability & Longitudinal Data Analysis – Independent Researcher

- **Evaluated multi-year longitudinal datasets** from the Cadre Harmonisé to monitor community indicators across West and Central Africa.
- Cleaned, filtered, and structured large-scale raw data in Google Sheets, **supporting monitoring and evaluation (M&E) principles** by modeling trajectory shifts and regional vulnerability metrics.
- **Synthesized secondary data into concise visual summaries** and written reports suitable for stakeholder presentations and grant writing support documentation.
- **Accelerated systematic literature reviews** and secondary data synthesis by using NotebookLM to cross-reference multi-paper findings, extract thematic insights, and maintain factual source attribution.

Applied Psychological Analysis & Long-Form Writing – Independent Researcher / Writer

- **Authored long-form analytical case studies (700–1,500 words)** examining human behavior, stress responses, and cognitive adaptations across popular media and cultural narratives.
- **Applied psychological principles** to make complex behavioral theories and character motivations accessible to a global readership.

PROFESSIONAL EXPERIENCE

Research & Content Specialist – Collider (Remote)

Sept 2025 – Present

- **Author analytical reports (700–1,500 words)**, integrating psychological frameworks to examine decision patterns and social behaviors.
- **Conduct secondary data synthesis** and cross-reference primary sources to guarantee 100% factual integrity across all written documentation.
- **Maintain strict adherence to organizational style standards** and manage delivery timelines using Asana and editorial management platforms.

Communications & Operations Associate – Collider / The Blast

Oct 2021 – Present

- **Fact-check, verify, and cross-reference claims** against public records and primary sources under continuous daily publication schedules.
- **Monitor audience engagement metrics**, utilizing performance data to inform content distribution strategies and reporting.
- **Assist in standardizing reporting frameworks** and operational workflows across distributed remote teams.

Communications Lead – The Youth Ally

Oct 2020 – Dec 2021

- **Supported community advocacy** by producing educational resources and program updates for a youth-focused initiative.
- **Monitored engagement indicators** to support programmatic outreach and assist in drafting external stakeholder updates.

EDUCATION

B.Sc. Psychology

2024

Obafemi Awolowo University

- **Thesis:** Quantitative & qualitative empirical study on psychological inflexibility, mental health attitudes, and help-seeking behaviors (Analyzed via SPSS).

CERTIFICATIONS

- Google AI Professional Certificate
- Google AI Essentials
- Asana Workflow Specialist Certificate
- ALX Virtual Assistant Certification