

SIMI ADENIJI

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EDUCATION

BSc Psychology, 2:1 (Upper Second Class Honours) | University of Leicester | Sep 2023 - Aug 2026

- Awarded £9,000 merit-based academic excellence scholarship for sustained high performance across all years of study.
- Dissertation (Sep 2025 - Apr 2026): Statistically modelled a 100+ participant quantitative dataset in Excel and JASP, applying regression analysis and hypothesis testing to identify physiological and psychological predictors of financial risk-taking under uncertainty.
- Selected modules: Advanced Research Methods and Statistics, Judgement and Decision-Making (Behavioural Economics, Game Theory, Nudge Theory), Information Processing and Cognition.

PROFESSIONAL EXPERIENCE

Finance Intern | Toxfit Nigeria Limited (Logistics Company), Lagos | Jul 2022 - Sep 2022

- Processed and reconciled financial documentation across multiple accounts, maintaining accurate records and supporting day-to-day finance operations within a fast-paced commercial logistics environment.
- Organised and structured financial information to support management reporting, developing foundational commercial finance skills across a 3-month placement.

Legal Intern | Manifold Solicitors (Corporate Law Firm), Lagos | Jun 2021 - Sep 2021

- Evaluated and structured documentation across 8 concurrent commercial cases, delivering concise legal briefs to senior partners under tight deadlines and strict accuracy requirements.
- Engineered a standardised briefing template that accelerated senior review cycles, optimising case processing efficiency across a high-volume caseload.
- Maintained absolute confidentiality across multiple active client matters simultaneously throughout a 3-month regulated placement.

Team Lead and Corporate Events | The Etiquette Group / Arc Hospitality / Liquor Collective | Sep 2023 - Present

- Directed front-of-house teams of 10 to 15 personnel during high-stakes corporate events serving up to 12,000 clients and executives, including confidential end-of-quarter dinners for major global organisations.
- Briefed and deployed up to 15 staff within 20-minute pre-event windows at tier-one venues including Twickenham Stadium and ExCeL London, maintaining 100% service readiness across all engagements.

STRATEGIC PROJECTS AND LEADERSHIP

Student Advocacy and Fee Remediation Initiative | University of Leicester — School of Psychology | 2023 - 2026

- Diagnosed structural financial and educational impacts on 100+ students caused by university strike disruptions and designed a targeted qualitative survey to gather structured consumer impact data across the cohort.
- Synthesised survey findings into a structured case report outlining student grievances, operational impacts, and proposed compensation frameworks, presenting evidence-based recommendations directly to senior academic leadership.
- Negotiated with School of Psychology leadership to co-create and implement a successful resolution framework, managing competing stakeholder interests across a high-tension institutional environment to achieve a measurable outcome for the cohort.

Consumer Growth Strategy | Independent Case Analysis | Aug 2026

- Developed a 5-lever strategic growth framework for a major global consumer brand, applying MECE structuring, customer segmentation, barrier analysis, and behavioural economics to identify adjacent market entry, scarcity psychology, gamification mechanics, and loyalty retention as distinct revenue opportunities.
- Produced a prioritised recommendation identifying the highest-ROI intervention based on addressable market size, execution feasibility, and consumer behavioural insight.

Participant, Management Consulting Stream | Bright Network IEUK Programme | Jul 2024

- Synthesised market and operational data to develop a 3-pillar strategic growth framework within a 48-hour deadline, presenting data-informed recommendations directly to senior industry professionals.
- Led the analytical workstream across a cross-university team of 5, reconciling competing inputs to deliver a single prioritised recommendation set on time.

SKILLS AND CERTIFICATIONS

Technical: Advanced Excel (financial modelling, data validation), JASP, Statistical Analysis (Regression, Hypothesis Testing), PowerPoint, SQL (in progress)

Frameworks: MECE, Hypothesis-Driven Analysis, Behavioural Economics, Game Theory, Customer Segmentation, Barrier Analysis, Stakeholder Negotiation

Certifications: Bloomberg Market Concepts (2026), Goldman Sachs Operations Simulation (2026), Goldman Sachs Risk Simulation (2025), Third Bridge Expert Network Simulation (2026)

Memberships: McKinsey Forward (2026), Women in Banking and Finance (WIBF), The 93% Club, Girls Who Code (2026), 10,000 Black Interns

Languages: English (native), Yoruba (conversational)