

KELECHI EKPAGU, PhD, MPA

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SUMMARY

I am a tech savvy researcher and strategist with nearly two decades of experience assisting government, nonprofit, and business sector organizations to collect, manage, analyze, and leverage data to make informed decisions.

My expertise spans both quantitative and qualitative research methods, with emphasis on a variety of statistical techniques, custom software routines, and organizational and content strategy. I have a keen ability to understand client needs, distill complex data, and provide insightful findings and actionable recommendations—my superpower! I am passionate about leveraging data and research to drive meaningful change!

Are you looking to harness the power of data and strategy? Allow me to bring my specialized skills and enthusiasm to your team! I don't disappoint! 😊

EDUCATION

- **PhD, Public Policy**
Georgia Institute of Technology & Georgia State University (Joint Program)
- **MPA, Administration & Finance**
Georgia State University
- **BS, Civil & Environmental Engineering**
North Carolina A&T State University

SKILLS & CHARACTERISTICS

- Data analysis / Program Evaluation
- Project Management / Research Operations
- Experienced Cross-functional, Agile Team Player
- Strong analytical/critical thinking abilities
- Exceptional written & verbal communicator
- Ability to learn quickly and independently
- Poised under pressure
- Great listener
- Seasoned Leader (Teacher, Coach, Motivator)
- Planning, promptness, timeliness
- Quality deliverables

SOFTWARE & TOOLS

- Stata, SPSS, R, Python, Excel VBA, Power BI, Tableau, Microsoft Access, ArcGIS, NVivo
- Alchemer, Qualtrics, SurveyMonkey
- Windows OS, iOS, Google Workspace
- Jira, Lucid, Miro, Monday, Mural, SmartSheet, Trello, Salesforce, etc.

WORK EXPERIENCE

Research & Data Analytics Lead (2022-Present)

ChiGlobal Consulting LLC (Owner, Remote)

- Help organizations fill their DATA gaps by conducting **rigorous research and data analysis** tailored to meet clients' unique needs.
- Meticulously design and execute research projects have ranged from small, community data to large, national and international data sets using mixed-methods techniques including:
 - Data collection and data management
 - Data analysis and interpretation (identifying patterns, forecasting, preventing risk, etc.)
 - Critical thinking and problem solving.
- **Types of projects:** community service satisfaction survey, defining and analyzing KPIs, compensation studies, organizational assessments, e.g., process review, employee surveys, leadership evaluations, user experience research and design.
- **Translate data into strategic insights:** Uncover client needs from a broad set of qualitative & quantitative data sources including data analytics, interviews, focus groups, desk research/literature reviews, etc.
- Build **custom reports and dashboard visualizations** from data insights.
- Communicate findings effectively through written reports and oral and visual presentations. Work closely with stakeholders to prevent goal drift and ensure product satisfaction.
- Help organizations fill their KNOWLEDGE gaps by **educating leaders and teams on skills and tools** for a more productive, engaged, and resilient workforce.
- Help organizations fill their TECHNOLOGY gaps **via smart data management solutions**, such as system automation for more efficient and reliable processes.

Tenured Associate Professor (2015-Present)

University of Baltimore, College of Public Affairs (Baltimore, MD)

- Teach undergraduate and graduate courses in statistics, research methods, community development, public policy & management.
- Plan, conduct, and oversee data analyses using descriptive statistics and inferential statistics (e.g., cross tabs, correlations, difference of means, multivariate linear and logistic regressions, etc.).
- Supervise and administer quantitative, qualitative, or mixed-methods research designs, including diary studies, ethnographic field studies, surveys, interviews, focus groups, usability testing, contextual inquiry, direct observations, heuristic evaluations.
- Published more than 20 research peer-reviewed articles and book chapters that interpreted data accurately with visually appealing and easy-to-understand tables/graphs.
- Presented research findings, implications, and recommendations at 50+ academic conferences and 30+ consulting meetings.

Digital Marketing Research Specialist (2022-2023)

Wordbank (Freelance, REMOTE)

- Designed and deployed quantitative and qualitative research tools (surveys, persona development, cross market comparative study, data sampling, interviews, etc.) to collect data for B2B and B2C clients, toward marketing strategies.
- Conducted foundational/generative research and analyzed data through original research and deliver key findings to clients.
- Managed databases and distill insights in easy-to-read formats.

Researcher + Website & App Designer (2009-2022)

A variety of clients (Freelance, REMOTE)

- Assessed & improved website capabilities, desired features, and user experiences in an iterative manner.
- Created and managed organization websites and web content.
- Analyzed analytics/performance metrics and competitive trending.

TESTIMONIALS

"You've been very thorough and professional with your work. One of the best attributes you brought was your willingness to go after lofty, ambitious ideas and potential solutions. One of the qualities I enjoyed is your sense of entrepreneurship, which the word "entrepreneur" means the bearer of risk—something you never shied away from."

—Program Director,
General Services Administration (GSA)

"On behalf of the 10x team, we want to express our heartfelt appreciation for your contributions. It has been an absolute joy working with you, and you will truly be missed. Wishing you all the best and tremendous success in your future projects!"

—Program Coordinator, GSA

"It has been wonderful to work with you. I appreciated the questions you brought to the work and your optimism and enthusiasm. I'm sure they will be very lucky to have your strategic mind! Keep us updated on how it goes!"

—Innovation Fellow, GSA

"Kelechi is a meticulous thinker with an uncommon ability to understand and leverage multiple perspectives in her work. Her ability to analyze data, feedback, and findings culminate in well-reasoned prescriptive advice. She's a lot of fun to work with, too!"

—Founder and CEO,
Substep Technologies, Inc.

"The professor took a dry subject (statistics) and made it interesting. I feel like I actually absorbed the material and can reference it throughout my studies and in the real world."

—Graduate Student,
University of Baltimore (UBalt)

"I thought I would hate the online format, but the lectures were engaging and the professor was responsive to questions through email. I now have an understanding of statistics and how I can use it in my career, and in life. Taking this course during an election year was very interesting."

—Graduate Student, UBalt

"You are the most thoughtful contractor we've worked with... Trying to solidify a content strategy around our financial education product hasn't always been easy conversations. Your techniques have been immensely helpful. You are a master facilitator and wanted to let you know I've learned so much."

—Financial Education Analyst,
Consumer Financial Protection Bureau
(CFPB)

Community and Economic Development (CED) Researcher (2014–2015)

Federal Reserve Bank (Atlanta, GA)

- Researched a variety of CED topics individually and collaboratively.
- Delivered technical assistance to philanthropic organizations on funding problems/needs and to workforce development orgs.
- Drafted policy recommendations for low- and moderate-income populations from research findings and published research articles.
- Presented at internal & external meetings.

User Experience (UX) Researcher (2009–2013)

Safe Routes to School National Partnership (Remote)

- Performed literature reviews and user research that enriched user knowledge of health, safety, and walking and bicycling to school.
- Managed organization's website and databases. Improved the usability of the organization's website.
- Established organization's Salesforce and Mailchimp databases.
- Developed multiple time-sensitive, educational, and policy-centered resources for strategic communication with constituents, state and federal agencies, and elected officials (i.e., press releases, blogs, research articles, memos, etc.).

State SRTS Program Coordinator/ Service Designer (2008–2009)

Georgia Department of Transportation (Atlanta, GA)

- Administered Safe Routes to School (SRTS) Program's \$17.2 million of federal appropriation, including submitting financial and programmatic progress reports to FHWA.
- Organized & led meetings, workshops, & program outreach statewide
- Presented at numerous local and state meetings and conferences.
- Managed multiple GDOT contracts, and reviewed quarterly reports and invoices for appropriate activities, charges, and deliverables.
- Launched and maintained program website, where I created and published monthly newsletter.
- Enhanced customer/user experience via research-induced policy and program updates and website development.
- Responsible for vendor management on tertiary aspects of the program to ensure timely and successful conclusions.

Management & Program Consultant (2007–2008)

Global Evaluation & Applied Research Solutions Inc. (Decatur, GA)

- **Federal contractor:** Provided research and technical assistance to federal agencies, including Centers for Disease Control & Prevention (CDC), Substance Abuse & Mental Health Services (SAMHSA), and Health Resources Service Administration (HRSA).
- Conducted literature reviews, individual and focus group interviews, comparative analyses, needs assessments, organizational assessments, evaluations, and team effectiveness retreats.
- Developed methodologies and instruments for data collection.
- Prepared project work plans, budget estimates, evaluation reports.
- Identified gaps and challenges for organizational success.
- Presented findings and recommendations to clients.
- Effectively and flexibly managed changes in clients' needs/reqs.

Civil Engineer (2004–2007)

Schnabel Engineering, Inc. (Alpharetta, GA)

- Designed and constructed dams and other water resource management infrastructure via complex calculations and a variety of computer software.
- Prepared RFPs and maintained project budget.
- Supervised a team of five technicians.
- Effectively managed changes in community and client needs or project requirements.