MARYIAM SAIFUDDIN

WORK EXPERIENCE

Centene (#24 on Fortune 500, largest share of individual healthcare market)   Chicago, IL
Senior Manager, Business Insights - Product Development Manager   October 2021 - Present
Senior Commercial Product Development Analyst   July 2020 - October 2021

- Lead the product design to build out internal capabilities for user insights & segmentation driven by predictive analytics alongside data scientists, data analysts, business analysts, researchers and marketers
- Conducted competitive and market analysis for commercial individual health insurance product (Ambetter) portfolio worth $2B and targeting 2.2M consumers across 22 states, presented to support expansion of Off-exchange product portfolio
- Managed first Ambetter-wide market segmentation analysis of over 15M users to create targeted retention, renewal, and marketing strategies
- Analyzed impact of federal 2021 American Rescue Plan Act on commercial product price positioning and user retention
- Produced KPI reports for VP and Senior VP providing updates that drove decisions about market expansion, product features, pricing changes, and advocacy efforts

United Airlines   Chicago, IL
Revenue Management Analyst   August 2019 - July 2020

- Presented analysis of revenue trends to senior leadership to improve business processes for revenue performance following drastic demand environment changes during Covid-19 pandemic and reduced cash burn of $40M per day
- Analyzed seasonal year-over-year revenue trend data for southern US markets worth $709M annually to predict consumer behavior & product demand driving 5% year-over-year growth in revenue
- Developed SQL queries to extract, aggregate and analyze large data sets to ensure revenue forecast confidence of 90% or greater

Anderson Economic Group (Consulting Firm)   Chicago, IL
Graduate Analyst Intern, Public Policy and Economic Analysis   December 2018 - June 2019

- Conducted analysis in R to forecast economic impact of pension restructuring for 357 Michigan schools

Sunlight Foundation   Washington D.C.
Open Cities Fellow   June 2018 - August 2018

- Authored smart city policy resources for ethical smart technology procurement, smart infrastructure data management, privacy ethics, and public disclosure cross-published on ACLU, UK-based Apolitical, and Sunlight Foundation websites

Houston Food Bank   Houston, TX
Strategic Partnership Manager   September 2016- July 2017
Strategic Partnership Coordinator   August 2015- September 2016
Health Partnership AmeriCorps VISTA   August 2014- August 2015

- Managed team of 4 to create and manage new Food Scholarship Program; Expanded program to serve 600+ participants
- Secured and managed $1M+ in grant funding to ensure projects were under budget and on time
- Oversaw implementation of Food Prescription program in 5 clinics across Houston, developed clinical food-insecurity patient screening tool, and created new operations process at food bank to source fresh produce in clinical settings
- Designed and managed team to implement a randomized control trial (RCT) study with Rice University economists and major Houston-area colleges to test the effects of grocery subsidy incentives on student academic performance and attendance

Houston Food Bank (Cont.'d)   Houston, TX

- Designed and managed team to implement a randomized control trial (RCT) study with Rice University economists and major Houston-area colleges to test the effects of grocery subsidy incentives on student academic performance and attendance
- Utilized Root Cause Analysis techniques to improve operations process and ensure quality and timely delivery of services
- Developed a framework for program development and partnership management to spearhead the organization's new public health initiative

EDUCATION

University of Chicago Harris School of Public Policy   Chicago, IL
Master of Public Policy, Concentration: Municipal Finance, Data Analytics   June 2019

University of Chicago   Chicago, IL
BA, Biological Sciences, Concentration: Neuroscience; Minor in South Asian Languages and Civilizations   June 2014

SKILLS

Data analytics   R, Python, SQL
Competitive intelligence and market analysis   Microsoft Excel with PowerQuery
Product road-mapping   Microsoft PowerPoint
Team management   Tableau