

Company: Blue Cross Blue Shield of Florida
Job Title: Data Modeler
Job ID #: B1570NOV10

Fulltime
Location: Jacksonville, FL 32246

Job duties include but not limited to the following:

- Develop predictive models which can be used to target consumers for direct marketing campaigns in order to optimize response, conversion, retention or cross-sell initiatives
- Extract and aggregate consumer data as needed for model development
- Perform exploratory data analysis, data cleansing, and data visualization using data mining tools
- Develop and apply data transformations and derivations to support downstream modeling initiatives
- Develop and validate multiple models (e.g., Decision Trees, Logistic Regression) to address business problems.
- Use model selection techniques to identify and deploy the best model
- Score consumer data sets and campaign lists for effectiveness and optimized sales results, as needed
- Translate business needs to data elements in the Marketing Database and other data marts to source, extract, match and modify data to enable modeling efforts
- Develop database specifications for segmentation, targeting, data enhancement, contact data set creation and relationship marketing campaign programming
- Develop, document, and maintain standards for campaign data storage and retrieval within multiple systems to ensure consistency and integrity of all data used for business modeling and forecasting
- Consult and advise campaign teams on how to increase efficiencies of direct marketing by using predictive models
- Develop reports and presentations documenting model performance and ensuring that key stakeholders understand the business implications for those analyses
- Provide predictive modeling recommendations that can be used to improve efficiencies of direct marketing, customer retention, and cross-sell campaigns
- Monitor and evaluate the ongoing performance of existing models, including the impact of the predictive models on the marketing campaign results

Job Requirements:

- Bachelor's degree in Statistics, Mathematics, Finance or related field or equivalent work experience
- Minimum of 5 years experience in direct marketing, statistical analysis, response modeling or data mining
- Experience working with data mining/statistical analysis tools (e.g. SAS, SAS Enterprise Miner, SAS Enterprise Guide, SQL, SPSS, JMP)
- Experience using statistical data mining techniques (e.g. Decision Trees, Logistic Regression, Cluster Analysis).

- Experience using model comparison/selection techniques (e.g. Lift/ROC curves)
- Experience tracking, reporting and analyzing data/results and making strategy recommendations for multi-facet, complex direct-marketing campaigns
- Experience working with relational databases.
- Demonstrated relationship skills, active listening skills, and the ability to understand, translate, and communicate marketing and data concepts
- Proven ability to build relationships within the business area, across the organization, and external to BCBSF
- Experience using Microsoft Office (e.g. Word, Excel, PowerPoint, Access)

Business Specific Criteria (preferred skills):

- Masters degree in Statistics, Data Mining, Mathematics or a related field
- SAS Certification
- Experience in the health care industry
- Experience with health care products/data
- Six Sigma Yellow-belt certification

Click here to see our Career Video: <http://www.view-career-video.com/videos/bcbsfl>

For consideration, please visit our website at www.bcbsfl.com and click on the Careers link at the bottom of the page. Click on Search Career Opportunities and follow these important steps:

1. Log-in if you have an existing profile on the BCBSFL website. Otherwise, you will need to create a profile by following the steps provided on the site.
2. Search for the position by typing in the requisition ID: B1570NOV10 in the keyword search field.
3. Click on the Apply to this Job link.

Blue Cross Blue Shield of Florida is an Equal Opportunity Employer M/F/D/V.
Business Leader Network Member