

MARIAM UMAR

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PROFESSIONAL SUMMARY

MBBS graduate with 3+ years of primary research experience spanning qualitative inquiry and quantitative survey-based studies involving over 3,900 participants across clinical and public health settings. Proven ability to execute end-to-end research from study design and instrument development to data collection, quality control, and evidence synthesis, with findings that informed healthcare decisions and policy. Skilled in SPSS for statistical analysis and AI-assisted workflow automation. Brings a strong life sciences foundation alongside the ability to distil complex data into clear, actionable insights for decision-makers.

EXPERIENCE

Consumer Behaviour and Market Research Analyst Extern

2026 – Present

Extern x Beats by Dre | Remote

- Conducting primary and secondary market research on consumer behaviour patterns in the premium audio technology sector, applying both qualitative and quantitative research methodologies.
- Analysing customer data and market trends to surface insights that inform product positioning and marketing strategy.
- Synthesising research findings and large datasets into structured, actionable recommendations for the brand.

Research Assistant and Student Researcher

February 2023 – February 2026

Kaduna State University | Kaduna, Nigeria

Final Year MBBS Research Project: Burden of Care and Psychological Distress Among Caregivers of Patients with Mental Illness at Federal Neuropsychiatric Hospital, Kaduna

- Executed an end-to-end primary research study by defining research objectives, developing structured survey instruments, securing institutional approvals, coordinating multi-stakeholder recruitment, and conducting independent quantitative analysis using SPSS.
- Analysed primary data from 178 research participants using SPSS, surfacing a 47.8% prevalence of psychological distress and a statistically significant association between caregiver burden and distress. Produced findings shared with the Department of Community Medicine to inform policy development, with publication currently underway.
- Generated evidence-based recommendations to support decision-making around caregiver support services and mental health policy within psychiatric care settings.

Research Assistant Responsibilities

- Managed data collection, quality control, and dataset preparation across three concurrent primary research studies involving 901 hospital patients and 3,000+ community participants, maintaining zero analysis delays attributable to data quality.
- Coordinated dataset preparation for public health and epidemiology research projects, supporting timely reporting and dissemination through accurate record management and rigorous quality assurance.
- Led a comprehensive evidence synthesis project, systematically reviewing and meta-analysing 92 studies to generate insights on antimicrobial resistance patterns in diabetic care and strengthen evidence-based antibiotic stewardship recommendations.

EDUCATION

Bachelor of Medicine, Bachelor of Surgery (MBBS)

Graduated March 2026

Kaduna State University | Kaduna, Nigeria

- Completed a six-year medical programme with clinical rotations across eight specialties, developing strong problem-solving, stakeholder communication, evidence synthesis, and decision-making skills in multidisciplinary healthcare environments.

LEADERSHIP AND COMMUNITY IMPACT

Research Group Leader

2025 – 2026

Kaduna State University | Kaduna, Nigeria

- Coordinated activities for a final-year research group working under a shared supervisor, facilitating communication between team members and supervisors, and supporting timely completion of research milestones.

Research Mentor

2026 – Present

- Currently mentoring five final-year students on research methodology, proposal development, data collection, statistical analysis, and project execution.

Community Health Volunteer

2021 – 2026

Kaduna State University | Kaduna, Nigeria

- Participated in medical outreaches across more than five communities in Kaduna, contributing to healthcare outreach initiatives that reached over 10,000 community members.

TRAINING AND CERTIFICATIONS

AI in Action Job Simulation | Vista Equity Partners via Forage | May 2026

- Applied prompt engineering and workflow automation concepts within a product-focused simulation environment.

Consumer Behaviour and Market Analysis Externship | Extern x Beats by Dre | 2026 (In Progress)

AI and Automation | TS Academy | In Progress, 2026

- Developing practical skills in AI tools, workflow automation, and digital productivity systems.

Medical Writing for Beginners | Write Clinic (IMWA) | April 2026

- Training in scientific communication, research writing, manuscript preparation, and clinical content development.

Kobo Toolbox for Data Collection | Humanitarian Data Solutions | November 2025

- Designed digital data collection tools and managed field research data within public health settings.

SKILLS

Research Methods: Survey Instrument Design, Discussion Guide Development, Qualitative and Quantitative Research, Systematic Review, Evidence Synthesis, Data Collection, Quality Control, SPSS, Kobo Toolbox

Consulting and Communication: Research Reporting, Stakeholder Communication, Cross-functional Collaboration, Scientific Writing, Microsoft Office (Word, Excel, PowerPoint), Google Drive, Zoom

AI and Productivity: Prompt Engineering, Workflow Automation, AI Tool Integration

Clinical and Healthcare Knowledge: Clinical Workflow Understanding, Life Sciences Foundations, Evidence-Based Practice, Multidisciplinary Collaboration, Regulated Healthcare Environments