

David Maroon
Chicago, IL
davidmaroon@uchicago.edu
773-221-3242

January 26, 2026

Angela Park
Campus Recruiting Manager
The PFM Group Chicago

Dear Ms. Park,

As a second-year Economics major at the University of Chicago with hands-on business internship experience, I am excited to apply for The PFM Group's Summer Internship Program. PFM's work advising public sector clients on financial strategy aligns directly with my interest in applying quantitative analysis to real-world policy challenges, and I am eager to bring my analytical and problem-solving skills to your team.

During my internship with the Strategy team at BlueCross BlueShield Association, I analyzed the competitiveness of Blue Plans in the Affordable Care Act individual insurance market and recommended strategies to maximize customer growth. I learned to gather data, conduct market research, and identify correlations between variables such as price and market share using Excel. This work sharpened my database management skills and attention to detail. At the end of my internship, I built a 20-slide deck for senior management outlining a client growth strategy. The leadership team adopted several of my recommendations, resulting in a 10% increase in client enrollments and a 5% increase in revenue.

My involvement with Moneythink has further developed my organizational and relationship management skills. I work with five charter schools to coordinate personal finance classes for K-12 students, managing school partnerships, developing a year-long curriculum, and training college student mentors. Within four months of joining, I was appointed Mentor Captain, and my schools have consistently earned student satisfaction ratings of 95% or higher.

I would welcome the opportunity to discuss how my background in financial analysis and program management could contribute to PFM's work. Thank you for your time and consideration.

Sincerely,

David Maroon