

# SOUMYA PATNAIK

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## SKILLS

- Technical Skills: Excel expert, Financial Modelling, Business Analytics, Market Research & Analysis, CRM Performance Analysis, AI & Startup Research, Copywriting
- Additional Skills : Team Work, Time Management, Effective Communication
- Languages: English, Hindi

## ATTAINMENTS

<b>CLEAR TAX - INTERNSHIP</b>	<b>May 2025 - September 2025</b>
• Craft marketing communications for B2C personal finance and investment products, from planning to final copy.	
• Analysed marketing performance data with the CRM team to evaluate campaign ROI and plan future strategies.	
• I drove revenue growth and strategic planning by creating impactful marketing communications and analyzing campaign performance.	
<b>EXTERN - HP TECH VENTURE</b>	<b>Aug 2024 - Sept 2024</b>
• Scouted AI startups for HP Tech Ventures; provided data-driven partnership recommendations to boost HP product efficiency.	
• Pitched two high-potential AI startups after financial analysis for strategic partnership.	
• Drove revenue growth through impactful marketing comms and performance analysis.	
<b>CEE (Certificate for extended education)</b>	
<b>Applies Analytics and Business Intelligence:</b>	<b>Financial Modelling:</b>
• Proficiency with Tools	• Financial Statement Analysis
• Data Visualization	• Forecasting And Projections
• Real world application	• Visual Techniques
<b>COMMERCIALIGHT (Commerce Magazine)</b>	<b>July 2023 - Present</b>
• Generated engaging content, including articles and features, aligned with themes.	
• Actively brainstormed and developed themes and concepts for each edition.	
• Managed timelines and coordinated tasks to ensure on-schedule delivery.	
• Collaborated with cross-functional teams (writers, designers, editors) to oversee the entire publication process from concept to production.	
<b>INDIAN DANCE ASSOCIATION</b>	<b>Dec 2023 - Feb 2025</b>
• Collaborated with fellow members to plan, organize, and execute various cultural events and dance performances.	
• Played a key role in the successful organization of dance workshops, seminars, and cultural exchange	
<b>EDUCATION</b>	
<b>B.COM</b>	<b>2023 - 2026</b>
MOUNT CARMEL COLLEGE	
X	<b>2020-2021</b>
ST. JOSEPH'S CONVENT	
XII	<b>2022-2023</b>
ST. JOSEPH'S CONVENT	
	<b>B.A DANCE (KATHAK)</b>
	Raja Mansingh Tomar University
	<b>M.A DANCE (KATHAK)</b>
	Raja Mansingh Tomar University