

# SOUMYA PATNAIK

Bengaluru, Karnataka, 560032 | +987660918 [soumyapatnaik55@gmail.com](mailto:soumyapatnaik55@gmail.com) |  
[www.linkedin.com/in/soumya-patnaik-98a37b280](https://www.linkedin.com/in/soumya-patnaik-98a37b280)

## 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

### CLEARTAX - INTERNSHIP

May2025 - September2025

- 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.

### EXTERN - HP TECH VENTURE

Aug 2024 - Sept 2024

- 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.

### CEE (Certificate for extended education)

#### Applies Analytics and Business Intelligence:

- Proficiency with Tools
- Data Visualization
- Real world application

#### Financial Modelling:

- Financial Statement Analysis
- Forecasting And Projections
- Visual Techniques

### COMMERCIALIGHT (Commerce Magazine)

July 2023 - Present

- 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.

### INDIAN DANCE ASSOCIATION

Dec 2023 - Feb 2025

- 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

## EDUCATION

### B.COM

2023 - 2026

MOUNT CARMEL COLLEGE

### X

2020-2021

ST. JOSEPH'S CONVENT

### XII

2022-2023

ST. JOSEPH'S CONVENT

### B.A DANCE (KATHAK)

2014-2020

Raja Mansingh Tomar University

### M.A DANCE (KATHAK)

2021-2023

Raja Mansingh Tomar University