Priyam Somani

Portfolio

Introduction

About me

I'm Priyam Somani, a Marketing and Business Analytics professional currently pursuing my Master's at the University of Pittsburgh's Katz Graduate School of Business. I'm passionate about leveraging data to craft creative and actionable marketing strategies that drive brand visibility and customer engagement. From sustainability campaigns to competitive pricing strategies, I thrive on using insights to tell compelling stories and foster growth.

Personal projects

In my journey as a marketing and business analytics professional, I've led and contributed to a range of data-driven projects that merge strategic thinking with creative execution. For People's Gas, I designed campaign dashboards and created visually engaging outreach materials to support data center marketing and sustainability messaging, aligning closely with infrastructure and ESG goals. During my time with DMI Industries, I built a customer feedback website and Power BI dashboards to identify user pain points, resulting in higher engagement and improved product positioning. At Jai Udit Suitings, I developed and managed a performance-focused website and implemented CRM-driven segmentation strategies to boost customer acquisition and campaign ROI. I also crafted corporate pitch decks and promotional assets during the University of Pittsburgh Bridge Program, enhancing sponsorship outreach. These client-focused and self-initiated projects reflect my ability to turn insights into actionable strategies, and data into compelling narratives—skills central to both marketing and business analyst roles.

Education

University of Pittsburgh

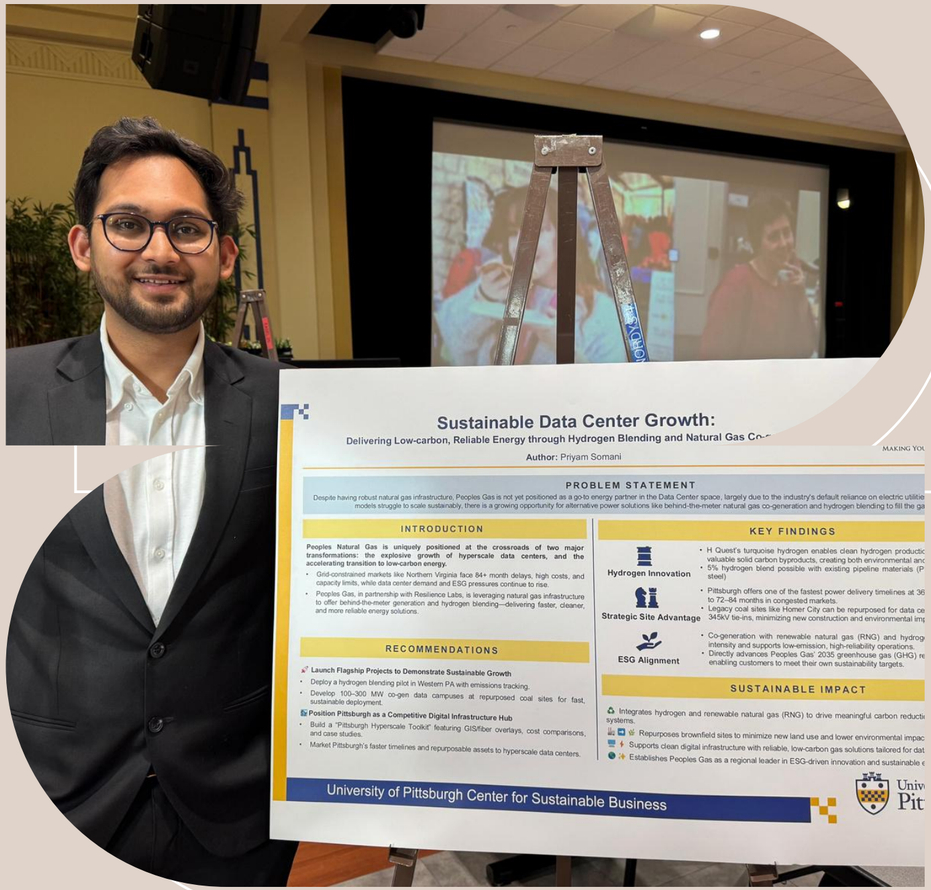
2023 – 2025 (3.78/4)

Coursework covers data-driven marketing, predictive modeling, digital analytics, market research, and business insights, equipping me to tackle modern marketing challenges with an analytical mindset.

Christ (Deemed to be University)

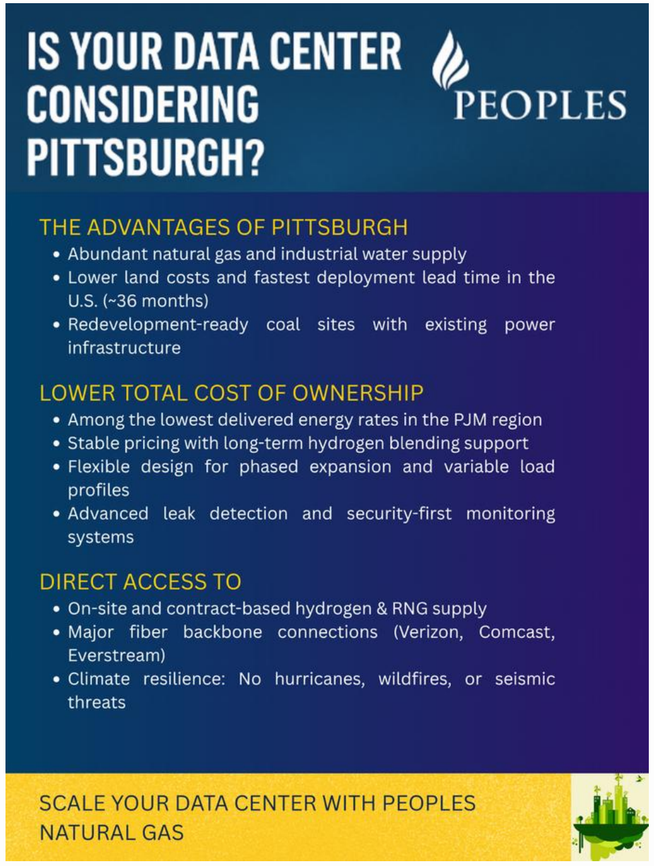
2017 – 2020 (3.45/4)

Focused on foundational analytics, consumer behavior, data visualization (Tableau), and programming (SQL, R), building a strong base in data-driven decision-making.



Professional Projects

Peoples Natural Gas

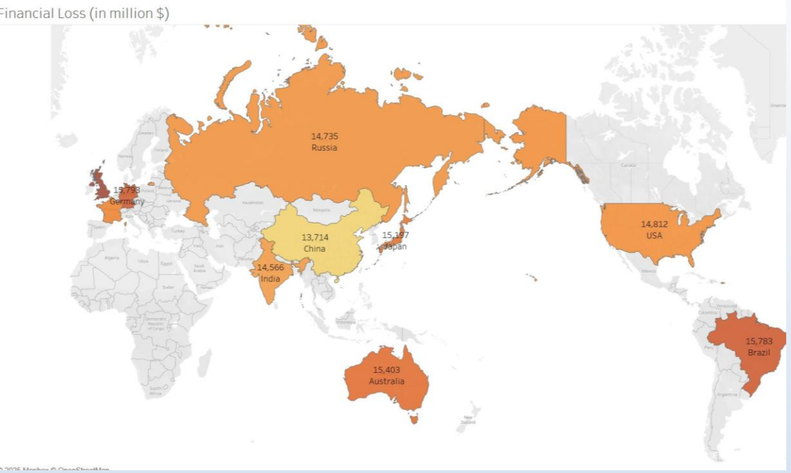


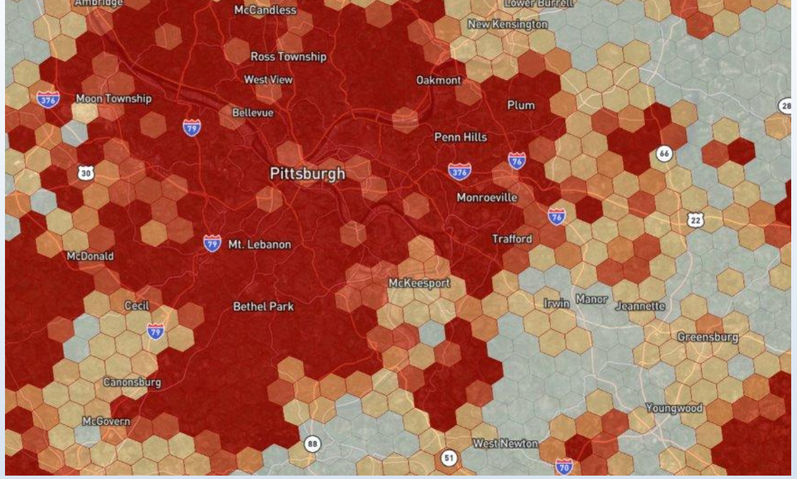
Bridge Program

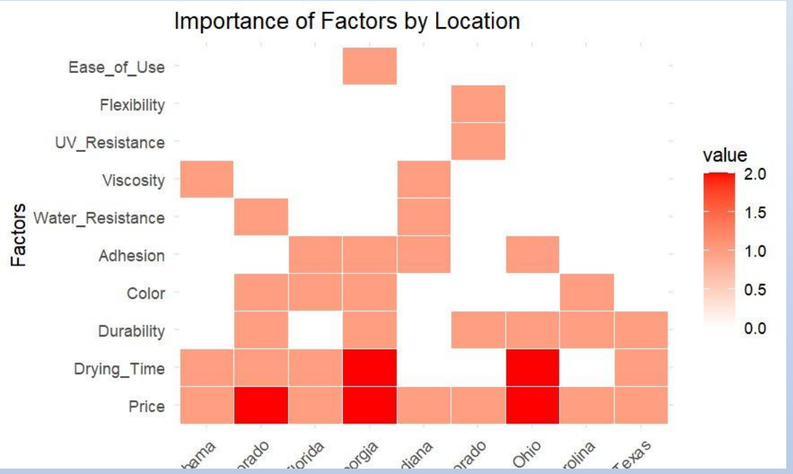
Website Links

somanifabric.com

Ductmateindustries.ai







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0.08	0.06	0.02	-0.02	0.07	-0.03	-0.0
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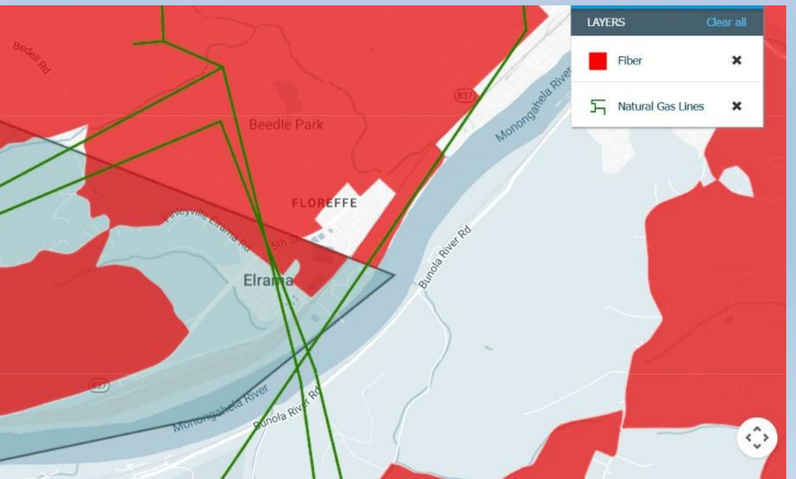
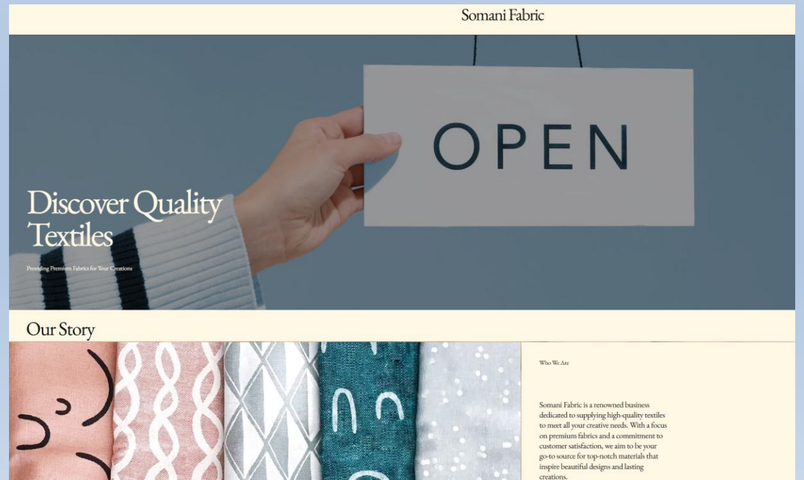
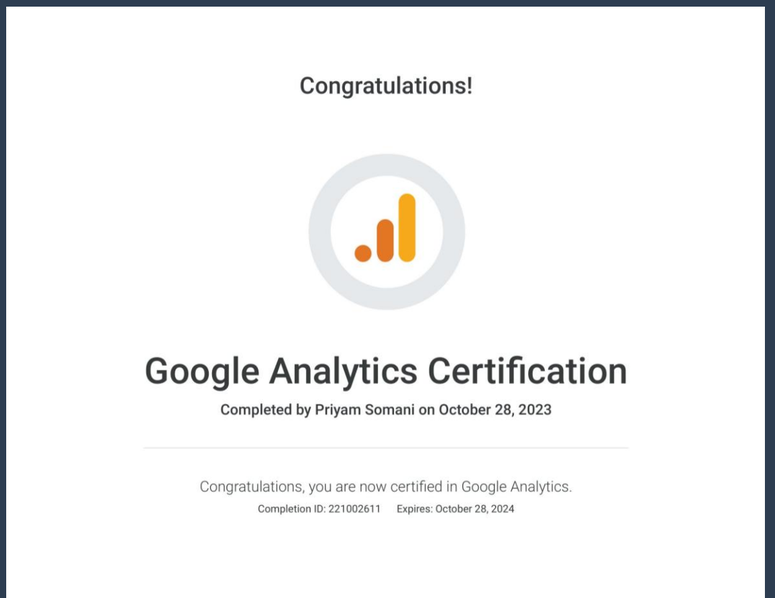
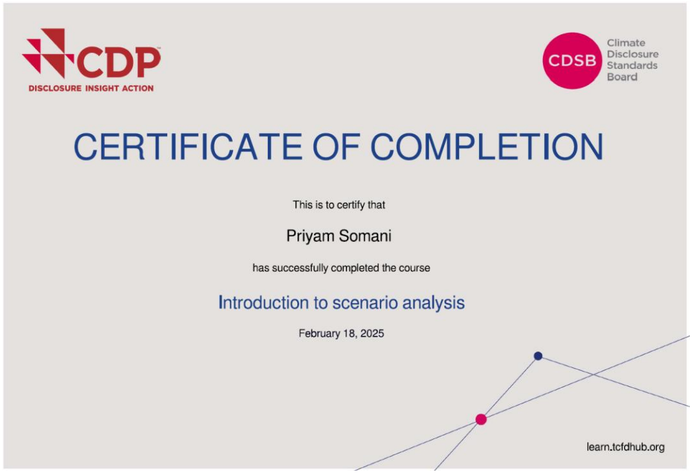




Work Sample – Client and Personal Projects

CERTIFICATES ACHIEVED





Let's Work Together

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