

Priyam Somani

412-430-2670 | priyam05somani@gmail.com | LinkedIn Profile | Portfolio Website - Priyam | Boston, MA (Open to relocate)

SUMMARY

Marketing & Growth professional with **3+ years of experience** driving customer acquisition, retention, and revenue performance through data-driven digital marketing and analytics. Expertise in performance marketing, funnel optimization, CRM automation, competitive analysis, and go-to-market support. Proven ability to translate market insights and campaign data into measurable business impact.

EDUCATION

Master of Science in Marketing & Business Analytics **Aug 2023 - May 2025**
University of Pittsburgh, Pittsburgh, PA | Aug 2023 – May 2025 | GPA: 3.78

Coursework: Business Analytics, Market Research, Data Visualization

Bachelor of Business Administration (Business Analytics) | GPA: 3.45 **July 2017 - July 2020**

PROFESSIONAL EXPERIENCE

Marketing and Sustainability Consultant | Peoples Natural Gas | Pittsburgh, PA **Sep 2024 - June 2025**

- Led structured **competitive intelligence** and **market analysis** across **5+ regional utilities**, evaluating pricing models, feature differentiation, regulatory positioning, and messaging strategies to inform go-to-market strategies and investment decisions.
- Developed **value propositions** and strategic positioning frameworks supporting a **\$26M infrastructure expansion initiative**, aligning marketing strategy with business growth objectives.
- Built **executive dashboards** tracking demand forecasts, infrastructure capacity, pricing structures, and long-term performance metrics to support senior leadership decision-making.
- Translated complex technical infrastructure concepts into clear, executive-level messaging and strategic business cases for cross-functional stakeholders across operations, finance, and regulatory teams.

Marketing & Research Analyst (Consulting Fellowship) | Client: Ductmate Industries | Pittsburgh, PA **Sep 2024 - Nov 2024**

- Designed and conducted market research initiatives including structured surveys, stakeholder workshops, and interviews with territory managers to identify customer requirements, product gaps, and regional market needs.
- Synthesized qualitative and quantitative insights into structured data-driven marketing strategy recommendations, highlighting positioning gaps and opportunities across product lines.
- Built Power BI dashboards to analyze **campaign performance and conversion trends**, translating data into actionable insights to support **go-to-market planning** and marketing effectiveness.

Marketing & Sponsorship Specialist | University of Pittsburgh – Bridge Program | Pittsburgh, PA **July 2024 - Aug 2024**

- Developed sponsorship decks, marketing materials, and outreach content for multi-channel event **marketing campaigns**, collaborating **cross-functionally** to ensure consistent brand messaging and increase sponsor engagement and campaign effectiveness.

Market Research Analyst Intern | GuardAI – Himalayan Quantitative Solutions | Pittsburgh, USA **May 2024 - Aug 2024**

- Conducted competitive analysis across **100+ AI startups**, evaluating product capabilities, positioning strategies, and market differentiation to inform messaging refinement and competitive positioning strategy.
- Developed and optimized LinkedIn thought-leadership content aligned with buyer personas, analyzing engagement metrics (CTR, impressions, reach) to improve audience growth and digital performance.

Digital Marketing and CRM Analyst | JaiUdit Suitings Pvt Ltd | Rajasthan, India **Aug 2020 – July 2023**

- Executed multi-channel performance marketing campaigns across SEO, paid social (Meta), and email marketing, developing audience targeting strategies, optimizing ad creatives, and managing budget allocation to drive **40% YoY growth in customer acquisition** and **qualified lead generation**.
 - Managed CRM segmentation and marketing automation in HubSpot, designing and implementing lifecycle workflows (welcome, retention, re-engagement) with behavior-based triggers and personalized messaging, resulting in a **75% improvement in customer retention rates**.
 - Designed and optimized end-to-end marketing funnels using **GA4**, analyzing CAC, ROI, CTR, and attribution performance to improve **revenue efficiency**.
 - Led **A/B testing** across email campaigns, landing pages, and paid media to increase engagement and conversion rates.
 - Built performance dashboards (Power BI, Excel) and implemented **SEO optimization** strategies to improve organic visibility and support data-driven budget decisions.
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Skills

Marketing Strategy & GTM: Market Research, Competitive Intelligence, Customer Segmentation, Product Positioning, Messaging, Sales Enablement

Growth & CRM: Email Marketing, HubSpot Automation, Lifecycle Campaigns, Funnel Optimization, A/B Testing, CRO, Customer Retention

Analytics: GA4, Attribution Analysis, KPI Reporting, ROI & CAC Analysis, Marketing Funnel Analysis, Dashboard Development

Tools: Power BI, Tableau, SQL, Excel, R, Python, Meta Ads, Google Ads, SEO/SEM