

ASTHA SINGH THAKUR

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SUMMARY

Experienced Project Manager skilled in orchestrating project and product lifecycles, specializing in business analytics, data science, and software development. Expert in leading cross-functional teams to optimize operations and deliver end-to-end innovative solutions. Proven track record of crafting data-driven campaigns and strategies for Fortune 500 companies.

PROFESSIONAL EXPERIENCE

Lead Full Stack Developer, Think Round Inc

Jun 2023 - Present

- Restructured the development team and implemented a new tech stack (HTML, CSS, JavaScript, Node.js, React), improving website performance by 10%
- Led the website migration, enhancing user experience, increasing engagement by 15%, and boosting traffic by 20%
- Improved project efficiency by 20% through optimized workflows and streamlined development processes

Project Manager, Needpedia Org

May 2023 - Sep 2023

- Spearheaded team building & project management, increasing productivity by 30% with improved collaboration
- Led AI assistant development using ML and NLP, improving bot detection by 10% and boosting user engagement by 10% with personalized recommendations

Analyst, HotelKey

Feb 2023 - May 2023

- Automated Postman API collections for clients enhanced Property Management System testing precision by 90%
- Utilized Figma for web app UI/UX mock-ups, resulting in a 20% rise in user satisfaction based on usability testing
- Spearheaded database optimization initiatives by coordinating tasks and documentation through Jira and Confluence, led to a 30% reduction in data processing errors & a 20% improvement in data accuracy

Assistant Manager (Data Science and Analytics), Angel One Ltd. (formerly Angel Broking Ltd.)

Sep 2021 - Dec 2021

- Led team in implementing trading strategies, leading to ~14% MoM client acquisition rate surge, earning EoM
- Developed predictive financial algorithms leading to a 15% boost in ROI using GCP's BigQuery, ML with R & Python
- Analyzed campaigns, resulting in 20% enhancement of the decision-making efficiency, using Google Data Studio
- Revamped the NPS rating system, securing a 25% rise in customer satisfaction, and implemented targeted incentives for a 30% upswing in customer participation in survey journeys and contests

Senior Analyst, Cartesian Consulting

Jun 2019 - Jul 2021

- Awarded 'More than Expected' for scaling Fortune 500 businesses through CRM analytics and targeted campaigns, generating 20M INR (~275K USD) in monthly incremental sales
- Achieved a perfect 10 NPS rating by contributing to a 6-7% increase in monthly revenue through analytical models, A/B testing, and market basket analysis with R, Python, SQL & advanced Excel
- Recognized with the 'Extra Mile' award for enhancing digital presence & personalizing recommendations for Fortune 100 QSR brand
- Automated campaign execution & optimized retail client databases, enhancing efficiency by 25%

LEADERSHIP EXPERIENCE

Officer (Tech & Events), Indian Student Association, University of Texas at Dallas

Jun 2022 - May 2023

Tech Head, IETE-ISF, KJSCE, University of Mumbai

Jul 2016 - Jun 2017

EDUCATION

University of Texas at Dallas | Master of Science, Computer Science | GPA: **3.7/4**

Dec 2023

University of Mumbai | Bachelor of Technology, Electronics & Telecommunication | GPA: **8.2/10**

May 2019

SKILLS

Leadership: End-to-end application delivery, Cross-Functional Leadership

Project Management: Confluence, Slack, Git, Jira, Microsoft Outlook, Microsoft Teams

Business Strategy: Resource allocation, Market Research Analysis, Budgeting & forecasting

Methodologies: SDLC, Agile, Waterfall, Scrum

Conceptual: Data Structures & Algorithm, OOP, MVC, CRUD, Design Patterns, API Automation, DBMS, UML

Data Visualization: Google Data Studio, Advanced Excel

Design Tools: Figma, Canva, Webflow

Analytics: CRM, A/B Testing, Root Cause Analysis

Database: MySQL, MS SQL, Google BigQuery

Frontend: HTML, CSS, JavaScript, React, Bootstrap

Backend: Python, Java, C, C++, PHP, Node.js, JDBC

Automation & Testing: Postman, VBA, Macros

ML: Python, R, Tensorflow, PyTorch, MATLAB

Big Data: Spark, Kafka, Hadoop