

# ASTHA SINGH THAKUR

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## SUMMARY

Experienced Project Manager with proven track record of crafting data-driven campaigns and strategies for Fortune 500 companies in retail, eCommerce, B2B, B2C and fulfillment technology. Expert in leading cross-functional teams to optimize operations and deliver end-to-end innovative solutions.

## 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
- Oversaw projects integrating B2B solutions, facilitating smoother client interactions and streamlined operations

### 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 using Jira and Confluence, reducing data processing errors by 30%

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

Sep 2021 - Dec 2021

- Led team in implementing B2B 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
- Enhanced B2C engagement through improved customer satisfaction strategies by 25%

### 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, focusing on eCommerce optimization
- Recognized with the 'Extra Mile' award for enhancing digital presence & personalizing recommendations for Fortune 100 QSR brand, improving B2C customer engagement
- 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, eCommerce strategy development

**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, B2B and B2C analytics

**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