

ASTHA RUNGTA

Digital Strategist



ASTHA_RUNGTA@YAHOO.COM



91-9999421252



ASTHARUNGTA.WIXSITE.COM/PORTFOLIO



Astha has **5 years** of total experience in digital strategy, transformation and customer success management. She is passionate to imbibe human-centered interaction and technology innovation at retail, consumer products, e-commerce, OTT & insurance clients to make them a digital-first business.

EXPERIENCE

DIGITAL STRATEGIST, DELOITTE DIGITAL, 2018 - PRESENT

- Create digital strategy and transformation plans for clients (business analysis, product roadmap, and vendor assessment)
- Conduct digital mindset workshops for client leadership teams for strategy formulation and design thinking
- Create pitch presentations, and business development proposals to support sales team in client conversions
- Conduct customer and market research (primary and secondary) for better understanding of problem statement
- Work with product teams to create product prototypes for demos (customer persona, journey, workflow, wireframes etc.)
- Manage project and interact with mid senior level stakeholders to handle project activities, timelines, meetings & risks
- Contribute in firm initiatives such as branding and marketing collateral designing, technology trends reporting, thought leadership draft, learning & development curriculum designing etc.

DIGITAL STRATEGIST, SOCHEERS AD AGENCY, 2017

Part of the digital media strategy team and worked on more than 30 brand pitches in 3 months to draft the advertising content strategy plans (research, persona building, content strategy, coordination with creative team, pitch presentation etc.)

CUSTOMER EXPERIENCE CONSULTANT, TCS, 2014 - 2016

Heading the customer accounts across US, UK and Russia for a digital product. Key role included client interaction to understand their problems and analyze feedback for product enhancements and changes. Significant improvement in customer satisfaction rate via proactive problem identification & resolution.

EDUCATION

PGDM Marketing
IMT Ghaziabad, 2018, 8.3 / 10

B.Tech (IT)
BVCOE, GGSIPU, 2014, 8.5 / 10

X, XII
Kulachi Hansraj Model School, 9.5 / 10

SKILLS

MS Powerpoint, MS Excel

Adobe XD, UXPressia

Google Data Studio, Tableau

Asana, Trello, JIRA

AdWords, Social Media Ads

MS Vision, Flow Diagrams

ACHIEVEMENT

Exceptional performance award, Deloitte

Winner at Idea Innovation challenge, Deloitte

Certification in Operational Customer Experience,
Medallia

Finalist at Marketing Challenge, Google