ASTHA MISHRA

MBA in HR and Marketing

astha.work3110@gmail.com   Agra, 282007

Highly dedicated professional specializing in HR and Marketing, with a proven track record in enhancing operational efficiency. Skilled in developing innovative solutions and implementing effective strategies. Proficient in Microsoft Excel, PowerPoint, MS-Word. Passionate about continuous learning, leadership, and leveraging analytical skills for organizational growth. Adept at data analysis and quality control to enhance sports analytics and reporting. Proven ability to train and enhance AI models by annotating and optimizing data to improve machine intelligence and decision-making using MLDO.

SKILLS

Software

Microsoft Excel, Microsoft Power Point, Microsoft Word, Gmail

WORK EXPERIENCE

Shantived Institute of Medical Sciences, Agra

Jun 2023 - Jul 2023

HR Intern

- Worked on UNEVA, a system software for efficient data management and attendance tracking
- Assisted in preparing for auditing in hospitals under the Central Government Health Scheme (CGHS) to ensure compliance and quality standards.
- Assisted in managing the Employee Provident Fund Organization (EPFO) procedures, ensuring adherence to regulatory requirements
- Collaborated with various administrative departments to streamline communication processes, including the circulation of notices and scheduling interviews

GlobalLogic, Gurugram

Aug 2024 - Dec 2024

Sports Analyst

- Worked as a sports analyst, by focusing on projects that integrate data analysis and quality control to enhance sports analytics and reporting.
- Worked on NFL American Football project involving the analysis of 500+ football player performances.
- Conducted in depth analysis of different teams, identifying key strength, weakness and tendencies to improve game strategy.
- Utilized tool named Sports logic to analyze and visualize data.

GlobalLogic, Gurugram

Jan 2025 - Current

MLDO Contributor

- Currently contributing to Google based MLDO (Machine Learning Data and Operations) project, my role involves training and enhancing AI models by giving annotating and optimizing data to improve machine intelligence and decision making.

ACADEMIC PROJECTS

Apr 2024 - Apr 2024

Customer satisfaction on LAKME India

- Led a project analyzing customer satisfaction trends for LAKME India, utilizing data-driven quantitative and qualitative analysis methods.
- Conducted in-depth analysis to assess the satisfaction levels of the brand across different gender demographics.
- Implemented strategies to improve brand loyalty based on the findings, resulting in measurable improvements in customer retention.

EDUCATION

GLA University
Jul 2022 - Jun 2024

MBA

Dr. B.R Ambedkar University
May 2016 - Apr 2019

Bachelor of Science

Holy Public School
Jul 2014 - Apr 2016

Intermediate

STRENGTHS

Flexibility and Problem Solving

- Adaptable and flexible with the ability to perform under pressure.

Analytical Skills

- Ability to identify and solve problems with a detail and result orientation.

VOLUNTEERING EXPERIENCE

Mar 2023 - Mar 2023

Business Development Intern

Jankalyan Multipurpose Education Society