



# DEEKSHA SRIVASTAVA

CSPO® | Google-Certified in Agile Project Management

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## ABOUT ME

Results-driven Project Manager with 7+ years of experience leading IT, SaaS, and e-commerce projects. Skilled in Agile (Scrum, Kanban), stakeholder management, and cross-functional collaboration. Expertise in project lifecycle management, risk mitigation, and data-driven decision-making. Adept at aligning technology with business goals to drive efficiency and innovation. Proven track record in successfully delivering high-impact projects, optimizing processes, and fostering team collaboration to enhance business performance.

## CORE SKILLS

**Project Roadmap Product Management Cloud-Based Solutions Product Strategy & Execution Change Agility**  
**Cross-Functional Leadership Customer Experience Optimization Sprint Retrospectives & Continuous Improvement**  
**Agile Metrics & Reporting Agile Project Management (Scrum, Kanban) Emotional Intelligence Strategic Alignment**  
**Executive Communication & Storytelling Servant Leadership Conflict Resolution & Team Harmony Risk Anticipation**  
**Timeboxing & Prioritizing Team Coaching & Capability Building Cross - Cultural Collaboration Proactive Problem Solving**

## WORK EXPERIENCE

### Project Manager

April 2023-Present

#### ONOV8 - Omni Technologies

##### Grow From Dubai (GFD)

- Led Agile delivery of the Customer Module, improving customer retention by 35% and increasing conversion rates by 22% across a multi-portal e-commerce ecosystem.
- Optimized customer journeys with UX/UI teams, improving customer satisfaction by 28%.
- Defined and prioritized multi-payment support and PCI-compliant flows, reducing cart abandonment by 15%.
- Implemented real-time order tracking and automated refund workflows, cutting support tickets by 30%.
- Designed chatbot-first support infrastructure and reduced customer support resolution time from 48 to 12 hours (40% improvement).
- Led sprint planning and backlog grooming, improving sprint efficiency by 30% and achieving an on-time sprint delivery rate of >95%.

##### Key Achievements:

- Delivered a structured Agile roadmap aligned with marketplace scalability.
- Improved NPS and reduced resolution time via integrated support and feedback loops.
- Achieved >95% sprint commitment fulfillment through structured planning

##### Big Bad Wolf Books (BBW)

- Defined and executed a digital platform roadmap, enabling a 3x scale-up in peak traffic handling with zero downtime.
- Partnered with UI/UX teams to enhance product discovery and checkout flows, boosting conversions by 22%.
- Implemented real-time order tracking and optimized refund workflows, reducing resolution time by 35%.
- Built chatbot-first support and an AI-driven knowledge base, reducing SLA from 48 to 12 hrs.
- Led Scrum ceremonies, backlog grooming, and retrospectives, achieving >90% on-time sprint deliverables.

##### Key Achievements:

- Delivered a scalable, mobile-first e-commerce platform adopted by 1M+ users globally.
- Enabled seamless integrations across inventory, payment, and logistics platforms.
- Accelerated GTM by 25% through well-defined BRDs, PRDs, and sprint epics.

**Project Manager**  
**Grapes Worldwide**

**July 2023– December 2023**

- Trained and mentored Agile teams, increasing sprint velocity by 2x.
- Owned backlog management, mitigating 60% of identified risks before sprint execution and maintaining a 92% project completion rate on schedule and within budget.
- Streamlined Scrum ceremonies, increasing developer throughput by 25% and cutting blockers by 40%.

**Project Manager**  
**Skepper Creatives**

**June 2021– June 2023**

- Oversaw project scope and budgets, maintaining 100% budget adherence while accelerating product launches by 15%.
- Led Agile ceremonies and improved team collaboration for faster delivery.

**Project Coordinator**  
**RBSA Advisors LLP**

**April 2019– June 2021**

- Developed digital and offline marketing strategies aligned with client goals.
- Acted as a liaison between technical and creative teams for smooth operations.

**Associate Project Manager**  
**Rioconn Interactive**

**August 2018– April 2019**

- Designed and executed multi-channel marketing strategies, increasing brand engagement by 40% and generating a 25% rise in inbound leads.
- Developed personalized marketing campaigns, improving customer acquisition by 15% and campaign conversion rates by 30%.

## Education

**Master of Design**  
Banasthali University

**2016 – 2018**

I specialize in user-centered design, business strategy, and digital product management. Focused on integrating design thinking with business operations to drive innovation and improve product-market fit. Developed expertise in branding, UX research, and market analysis, leading to successful implementation of customer-centric design strategies.

**Bachelors of Design**  
Banasthali University

**2012 – 2016**

Gained foundational knowledge in design principles, visual communication, and creative problem-solving. Worked on real-world projects in graphic design, product design, and digital media, enhancing user experience and engagement strategies. Developed a keen understanding of user psychology and market trends, helping brands create impactful customer experiences.

## Personal Interests

- Enjoys reading books on productivity, teamwork, and leadership.
- Interested in exploring new trends in design and user experience.
- Curious about emerging technologies and their impact on work efficiency, including AI-driven project management tools and automation in Agile workflows.
- Engages in professional communities and enjoys mentoring junior professionals.