



Alisha Gupta

Project Manager, Product Owner, Business Analyst,
Scrum Master, QA Tester, Digital lead

About Me

With over 6 + years as an Agile Project Manager and Senior Agile Consultant, I excel in leading teams to deliver exceptional outcomes. I have successfully collaborated with national and multinational companies, including clients such as Amazon, Unilever, ICICI Bank, Indian Oil, Campus, Himachal Tourism and many other. Skilled in Agile methodologies, business analysis, and quality assurance, I ensure projects meet business goals through effective Scrum facilitation and clear communication. Committed to continuous improvement, I mentor teams in Agile best practices, driving operational excellence and ensuring high-quality deliverables. Ready to contribute my proven track record and passion for results to your organization.



Contact

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🌐 <https://www.actorals.com/>

📍 Remote

🌐 <https://www.linkedin.com/in/actorals/>

Education

BBA

Kalinga University
2016 - 2019

Degree of Business Analyst

Raffles Institute Singapore
2015 - 2017

Diploma of Education, French

Alliance française de Rouen
2012 - 2012

Core Competencies

- Project Planning & Execution
- Stakeholder Management
- Risk Assessment & Mitigation
- Team Leadership & Motivation
- Budget Management
- Agile Methodology Implementation
- Time Management & Prioritisation
- Requirements Gathering & Analysis
- Business Process Modelling
- Documenting, Analysing & Reporting
- Vendor Management
- Tracking and Managing Progress
- User Acceptance Testing (UAT)
- Presentation & Public Speaking skills

Work Experience

Nov 2024 - Present

Headspin

headspin

Test Automation Project Manager

- Facilitated client onboarding, user adoption, retention, and satisfaction.
- Collaborated with cross-functional teams to address challenges and upsell opportunities.
- Provided strategic guidance on HeadSpin's products, ensuring rapid issue resolution.
- Advocated for customer needs to improve offerings and user experience.
- Stayed updated on supported technologies to deliver innovative solutions.

Nov 2022 - Present

Unilever Global (on a payroll of Neem)



Project lead, Business Analyst & Scrum Master

- Aligned Southeast Asia beauty strategies with market needs.
- Led digital strategies for major beauty brands.
- Managed "Beauty Hub" and "All Things Beauty" websites.
- Skilled in tools like Jira, Sanity, ServiceNow, and Monday.com
- Coordinated cross-functional teams effectively.

Skills

- Software development lifecycle
- Data analysis and reporting
- IT infrastructure management
- Business requirement document BRD
- Wireframes
- Meeting minutes and action items
- Project documentation repository
- Daily Standups,
- Sprint Planning
- Sprint Retrospectives
- Creating User Stories
- Proficiency in project management tools (Jira, confluence, Figma, Sanity, WordPress, CrownPeak, Cartwire, MS Project, monday.com, slack, canva)

Certificates

- Google Analytics GA-4

Issued By Google

- Confluence Badge

Issued by Atlassian University

- Jira Badge

Issued By Atlassian University

- Agile Project Management

Issued by Atlassian University

- Certified Agile Consultant

Issued by IIBA®-AAC)

- Certified Scrum Master

Issued By Raffles University

- Certified Business Analyst

Issued by Raffles University

Jan 2020 – Oct 2022

Amazon

Senior Project Manager



- Promoted innovation and problem-solving with collaborative, data-driven decisions.
- Owned project inputs and outcomes, driving continuous improvement.
- Conducted audits and monitored metrics to refine processes.
- Streamlined operations with automation initiatives.
- Improved efficiency, resource allocation, and delivery timelines.

Jan 2018 – Jan 2020

Promodome Communication

Digital Project Manager – Media



- Created BRDs and defined KPIs for success tracking.
- Delivered digital transformation projects on time and budget.
- Analyzed metrics to improve products and user experience.
- Led cross-functional teams with Agile practices.
- Managed project plans using Jira and Confluence.
- Supervised media networks across TV, radio, and digital platforms.
- Partnered with top brands like Indian Oil and ICICI Bank.

Other Experience in Singapore

Aug 2017 – Dec 2017

Hyperfrontal Production

Digital & Creative Manager



- Managed content creators and a national media network, operating a suite of TV channels, radio stations, and multiple digital platforms.

Jan 2017 – Aug 2017

Girlpreneur & Cosmetique world

Marketing and Merchandising



- Effectively driving brand awareness by engagement with the target audience and bringing traffic to the social media pages.
- Achieve a strong, visible social media presence and develop concepts with viral potential.
- Continuously monitoring online and offline public relations to ensure the success.

Jan 2017 – Aug 2017

Green Is the New Black

Marketing and Merchandising



- Online content creation, including articles, videos, EDMs, social media campaigns etc.
- Implemented visual merchandising strategies to create compelling displays that attracted customer attention.

Recommendations Received



Oliver MacPherson  · 1st

Chief Operating Officer at NEEM CONSULTING LIMITED

It's been a pleasure working with Alisha Gupta over the past few years at Neem. In her roles as Project Manager, Scrum Master, and Business Analyst, Alisha has been instrumental in leading a development team to successfully implement industry-leading beauty, wellbeing, and personal care websites across South East Asia—spanning the Philippines, Indonesia, Thailand, and Vietnam.

Alisha has demonstrated exceptional leadership, dedication, and technical expertise. Her ability to deliver high-quality results, build strong collaboration between teams, and ensure alignment with business goals has been invaluable. She has consistently shown professionalism, adaptability, and a commitment to excellence in every project she's undertaken.

Thank you, Alisha, for your hard work and contributions to Neem's success.



Stephanie Macapagal · 1st

Content Lead at Unilever

Alisha is a reliable and efficient project manager who ensures seamless project execution with precision and teamwork



Claire Bataille · 1st

Digital Brand Manager | Content, Beauty Tech, Gen AI @ Unilever

I had the pleasure of working with Alisha during my time on "AllThingsHair" at Unilever, while she project-managed several high-complexity platform launches across the Beauty& Wellbeing portfolio. She was always so consistent, attentive and detailed oriented. It's been a pleasure working with her and any team would be lucky to involve her in their projects.

Leading Publications & Awards

