MIDHAN M

Salesforce Certified Administrator & Platform App Builder
Business & Data Analytics (SAP, Salesforce Admin and QA)
Industry Preference: IT
Location Preference: Chennai
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PROFILE SUMMARY

❖ Forward-focused professional**;** offering **nearly 9 years** of rich experience in **Business Analysis, Data Management & Modelling** and **Project Execution & Management** using **Salesforce & SAP**

❖ Efficient in **mapping requirements of clients & multiple stakeholders**, documenting RFPs & RFIs, translating the requirements into business requirement documents (BRD), functional requirement documents (FRD) and technical solution; effective in developing, transitioning and customizing processes in line with specified guidelines

❖ **Spearheaded all the BAs on the project**, who will work directly with project team & clients gathering requirements to analyze, design and/or implement best practice business changes

❖ Hands-on experience in **customizing Salesforce.com (SFDC)** fields, page layouts, record types, validation rules, workflow rules, reports, and dashboards

❖ Rich experience in **creation of profiles & permissions documentation, governance framework, data mapping** and reporting & dashboard building in **Salesforce/ SAP**

❖ **Keen customer-centric approach** with skills in driving customer level profitability by addressing client priorities and resolving escalations within prescribed TAT, thereby attaining high Customer Satisfaction Rate

❖ Skilled in **analysing complex data** and interpreting outcomes & trends with excellence in managing issues, performing root cause analysis for remedying technical difficulties and providing support

❖ Created various score cards and reports for benchmarking and measuring various business projects; expertise in analyzing huge data points and driving new business opportunities

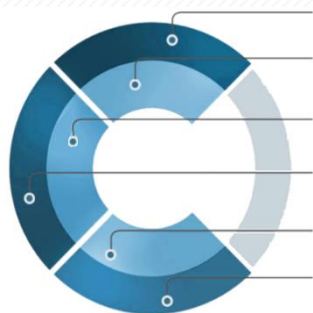❖ Excellent data skills, including the ability to analyse, visualize & present data in a clear and concise manner

CORE COMPETENCIES

▶ Business/ Data Analytics ▶ Project Management ▶ Requirement Elicitation

▶ Predictive Data Modelling ▶ Dashboard Reporting ▶ Budgeting & Cost Control

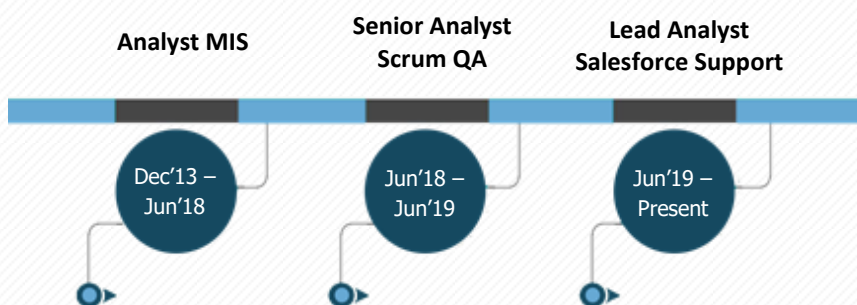▶ Vendor Management ▶ Client Relationship Management ▶ Quality Assurance

SOFT SKILLS

Change Agent
Collaborator
Communicator
Innovator
Planner
Thinker

GROWTH PATH AT HCL TECHNOLOGIES LTD.

Analyst MIS	Senior Analyst Scrum QA	Lead Analyst Salesforce Support
Dec'13 – Jun'18	Jun'18 – Jun'19	Jun'19 – Present

EDUCATION CREDENTIALS

❖ **B.E. (ECE)** from Anna University, Chennai; 2012
❖ **12th** from Govt. Hr. Sec. School, R.K Pet; 2008
❖ **10th** from Govt. Hr. Sec. School, R.K Pet; 2005

CERTIFICATIONS

❖ Salesforce Certified Administrator
❖ Salesforce Certified Platform App Builder

WORK EXPERIENCE

HCL Technologies Ltd., Chennai	Since Dec'13

Key Result Areas:

As Lead Analyst – Salesforce Support:
- ❖ Rendering routine support related to Salesforce.com application by identifying issues, determining & executing appropriate resolution and communicating the same to customers
- ❖ Executing integration with third party application and mapping the objects & fields
- ❖ Creating & managing custom objects, fields, page layouts, search layouts, list views, record types and pick lists among various fields
- ❖ Managing administrative functions including user account maintenance, reports & dashboards, workflows and other routine tasks
- ❖ Maintaining, enhancing & creating workflows, functions & configurations within the Salesforce.com environment
- ❖ Working on profiles, roles & permission sets to achieve data security
- ❖ Defining workflows for case support, case assignments and approval process
- ❖ Generating reports and creating dashboards to present the outcomes to the client
- ❖ Mentoring team members to ensure project is completed on time and reviewing work done by the team

As Senior Analyst – QA:
- ❖ Coordinated with Clients, Business Analysts & Offshore Team; prepared test plan & approach-based business requirements
- ❖ Led & provide appropriate knowledge transfer to offshore testers to assist in efforts; developed & maintained test data as necessary to support testing efforts
- ❖ Worked on cases & reports entities in Service cloud application
- ❖ Verified & validated inbound emails as converting cases and confirmed the assignment rules of cases
- ❖ Validated the pick list vales based on the record type layouts; followed the Scrum (Agile) SDLC approach to implement the project
- ❖ Engaged in validating the user story using JIRA
- ❖ Member of Salesforce IT Support Team to perform RCA of the problems & incidents
- ❖ Engaged in building reports & dashboards and presenting the same

As Analyst – MIS:
- ❖ Generated monthly report on Right First-Time Requests and published the same to all division stakeholders
- ❖ Prepared monthly report on business team's quality on all requests received
- ❖ Maintained client database for data related to details supplier trading terms
- ❖ Created & maintained macro files as per the client requirements
- ❖ Conducted Data Cleansing on projects received from various stakeholders
- ❖ Worked on team's productivity tracker and prepared related dashboards

Accomplishments:
- ❖ Acknowledged **Outstanding Performer** during HCL Achievers League Ceremony for 5 consecutive years (2016 – 20)
- ❖ Conferred with **Spot Award** in 2014 for exceptional performance in a project delivery
- ❖ Recognised with **Above & Beyond Award** for period of Jan'15 – Jun'15 in 2016
- ❖ Created timelines, release plans as well as their subsequent production rollout of Salesforce system using Time line Chart
- ❖ Provided support in configuration of Saleforce system and created business rules
- ❖ Interacted with other system experts for defect analysis in case of multi-application related errors
- ❖ Extracted data from the database as well as provided the Woolworth client with ad hoc MIS reports as per requirements
- ❖ Created important documentation such as HCL on behalf of the company

PERSONAL DETAILS

Date of Birth: 5th June 1990
Languages Known: English & Tamil
Mailing Address: 2 / 199, Big Street, Thumbikulam Village, Tiruttani – 631212