

# Pooja Singh



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## Business Analyst || Salesforce Certified Administrator

A results-driven and highly skilled Business Analyst with 4.5+ years of total experience in analyzing business processes, identifying requirements, designing solutions, and improving customer experience in service-based companies.

Proven track record of successfully implementing Salesforce and solutions to optimize business processes and improve operational efficiency. Strong analytical, communication, and problem-solving skills with a keen eye for detail.

## Professional Experience

### Business Analyst

NAVATAR GROUP

April 2022 - Present

- Conducted business process analysis to gather requirements, propose business solutions, and design Salesforce solutions to streamline operations and increase productivity.
- Collaborated with cross-functional teams to gather, analyze, and document business requirements, user stories, and use cases.
- Creating project plans on MS Project, hands-on JIRA and team management, organizing scrum meetings.
- Created and maintained Salesforce custom objects, fields, validation rules, workflows, and configuration changes to meet business requirements. Experience in Salesforce Sales Cloud, Service Cloud, Marketing Cloud, Reports and Dashboards.
- Conducted Salesforce user training sessions and provided ongoing support to end-users to ensure the smooth adoption of Salesforce solutions.
- Developed and executed test plans, conducted testing, and resolved defects to ensure high-quality Salesforce implementations.
- Collaborated with Salesforce administrators, developers, and other stakeholders to ensure successful integration with other systems like Revenue Grid, Nintex, etc.
- Conducted User acceptance testing (UAT) for products.

### Business Analyst

Maxtra Technologies

May 2021 - March 2022

- Led business process analysis efforts to gather requirements, identify pain points, and develop solutions to optimize operational efficiency and improve customer satisfaction.
- Conducted data analysis, including trend analysis, root cause analysis, and data-driven decision-making, to identify areas for process improvement and develop actionable recommendations.
- Creation of documentations like FRD, SRS, BRD.
- Coordination with client for weekly demo's, team coordination, sprint, project management.
- Collaborated with cross-functional teams, including operations, customer service, IT, and finance, to define requirements, design solutions, and ensure successful implementation of process improvements.
- Created and maintained process documentation, including process flow diagrams, use cases, and other documentation to facilitate effective communication and understanding among stakeholders.
- Conducted user acceptance testing (UAT) and provided end-user training to ensure successful adoption of process improvements and technology solutions.
- Monitored and analyzed key performance indicators (KPIs) and metrics to assess process effectiveness, identify areas for improvement, and drive continuous improvement initiatives.

### Associate Business Analyst

Nickelfox

June 2019 - April 2021

- Collaborates with sales teams to understand customer requirements, conducts business analysis.
- Creation of business documents like FRD, BRD, Wireframes, user flow diagram.
- Conducts post-sales business analysis to identify areas for improvement and drive customer success.
- Analyzes customer issues, identifies root causes, and provides timely resolutions.
- Collaborates with development, product, and quality assurance teams to investigate and resolve customer-reported issues.

## Education

### Bachelor of Engineering and Technology in Electronics & Communication Engineering

- Completed a comprehensive curriculum covering topics such as analog and digital electronics, communication systems, microprocessors, embedded systems, signal processing, and networking.
- Participated in group projects, team activities, and laboratory experiments, fostering teamwork, communication, and problem-solving skills.
- Engaged in extracurricular activities such as technical clubs, competitions, and events, demonstrating leadership, organizational, and communication abilities.
- Maintained a strong academic record, earning [83%] and receiving recognition for outstanding performance.

## Key Skills

- Salesforce Certified Administrator. Salesforce Administration (custom objects, fields, validation rules, workflows, reports, dashboards)
- Salesforce Lightning Experience Salesforce Sales Cloud, Service Cloud, or other Salesforce clouds
- Business process analysis and requirement gathering
- User stories, use cases, and functional documentation (FRD/BRD/SRS)
- User acceptance testing (UAT)
- Training and user adoption
- Excellent communication and team management skills
- Process documentation (process flow diagrams, SOPs) User stories, use cases, wireframes and functional specifications