**Aarti Ramilla**

**Sr. Business Analyst/ Salesforce Admin**

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**Professional Summary:**

* Organized and goal-oriented with around 7 years of experience as an IT professional, committed to maintain cutting edge technical skills and up-to-date industry knowledge.
* Delivered numerous **CRM projects** leading the business workstream as Salesforce Expert and **Business advisor** that involved **Sales and Service Cloud implementations** for industries involving financial services, telecommunication, and energy sectors.
* Utilized the **business architecture** and salesforce experience to transform customer-centric initiatives.
* **Gathering, managing, and translating** project requirements into draft **process flows**.
* Generating extensive **UX flowcharts** from initial drafts
* Led ventures as business lead leveraging the right tools and methods to engage business through effective **workshops,** **design thinking** **techniques** and **process modelling** that has helped organizations to realize benefits early on.
* In addition **to CRM**, I have been an advisor for key organizations to build their CRM **and Contact Centre Strategies and Transformation Programs.**
* Good **team player**, **self-motivated** and ready to face the challenges and solve problems with clear idea on client/**customer relation skills**.
* Experience with **Case auto-assignment**, **Case email auto-response**, **Case escalation rules** & **queues**, **Case management and history tracking**, Case team collaboration.
* Worked on **Service Cloud** implementations and enhancements.
* Worked on **Sales Cloud** for business development.
* Good Knowledge on **Agent console & customizable layouts, Analytics snapshots, Asset management & product tracking, Auto-suggested solutions**.
* Knowledge on Email **integration, Google maps integration and integrated content libraries.**
* Experience in designing of **Reports and Dashboards according to the business needs** and awareness on **governor limits for a multi-tenant environment.**
* Experience working with **SalesForce.com Sandboxes, Data Loader** and **Apex Explorer**.
* Detailed knowledge and experience on **SFDC CRM business processes for automation.**
* Excellent knowledge in customizing **standard objects** like **Accounts, Contacts, Opportunities, Products, Price books, Cases, Leads and Campaigns** as per requirement.
* Involved in developing Custom **Web Services** for handling inbound requests and outbound calls to external Web Services.
* Expertise in creating **custom reports and analytic snapshots**.
* Developed Custom **Visualforce.com Pages** for **communities.**
* Experienced working in **Agile Scrum** facilitating various **scrum ceremonies** like **Daily Scrum** meeting**, Sprint Planning**, **Sprint retrospective, Sprint Review** meeting. agile scrum environment and trained the team during transition from **Waterfall to Agile** by conducting workshops.
* Strong interpersonal abilities with **beneficial analytical, issue solving, debugging, documentation and fantastic communication skills** and ability to work independently within a team environment.
* Coordinate the project development with all the software developers so that the software release is aligned with requirement. Work with the Architect, Software developers and testers to explain the business system. **Test UI performance** and working so that business users have no trouble. Perform API testing and data testing so that back-end systems are working properly and support the UI. Create **new user stories**, **defects, story mapping** and maintain **user story backlog**
* Good knowledge on **security & sharing settings and delegated administration**
* Knowledge of **WSDL, SOAP API, REST API**, callouts, **Batch and Schedule Apex Programs**
* Experience in all stages of **Software Development Life Cycles (SDLC)** like **requirement analysis, architecture and design, development, testing** and post implementation revisions.
* **Excellent Communication and Problem-solving skills** and ability to think out of box, delegate effectively and motivate team members and help them to achieve on-time project completion.
* A **team player** with **effective interpersonal and communication skills**, adapt at building productive relationships and building rapport with a diverse set of individuals.

**Technical skills:**

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| --- | --- |
| **Business Skills** | Business Process Analysis, Business Process Improvement, Use Case Modeling, JAD Sessions, Risk Analysis, Requirements Workshops, SWOT Analysis, Document Analysis, Impact Analysis, Predictive analysis, Clustering, Decision tree, Pivot tables, V-lookups, PowerPoint presentations, WEB, Microsoft Access, Microsoft Excel, Microsoft Word , Visio ,Business Object, Project Management ,Sprint Planning , WebEx , Product Management, User Experience (UX), Requirements Gathering, Requirements Analysis, Strategic Planning , Business Strategy, Data Analysis, Business Analysis , User Acceptance Testing , , Enterprise Architecture , Data Governance , Cross-functional Team Leadership , API Testing , Protractor , Gap Analysis ,User Stories, Elastic Search. |
| **SDLC Methodologies** | Waterfall, Agile Scrum, Waterfall-Scrum Hybrid. |
| **Documentation Tool** | Microsoft Word, Microsoft Excel, Microsoft Project. |
| **Collaboration Tool** | Microsoft Office Suite, Rational Rose, MS Visio, UML, MS Project, Requisite-Pro, Rational Clear Case, SharePoint, Agile Scrum, Waterfall, JAD. |
| **Designing Tool** | Visio, Adobe Photoshop. |
| **Requirement Management** | JIRA, CA Rally, Homebuilder One, Microsoft Dynamics 365, Microsoft TFS (Visual Studio). |
| **Operating Systems** | Windows, Mac, Linux/UNIX |
| **Databases** | Microsoft SQL, Oracle. |
| **Data Warehousing** | ER Modeling, Dimension Modelling, Data Profiling, Data Mapping, Data Mining, Data Validation. |
| **Business Tools** | Tableau, My Visio, Google Analytics, Rational Suite, UML, MS Visio, Power BI, In Vision, Balsamiq, Axure RP. |
| **Documentation** | BRD, FRD, UCD, Entity Relationship Diagram, Data-Flow Diagram, Requirements Traceability Matrix, Work Breakdown Structure, |

**Certifications:**

* **Salesforce Certified Administrator**

**ProfessionalExperience:  
Client: Walgreens**

**Jan 2020- Present**

**Sr. Business Analyst/ Salesforce Admin**

**Project: Find Care**  
**Responsibilities:**

* Analyze the **business process** and make system recommendations to add more **business value** and automize the business work with software.
* Understand the **system defects** raised by the business user, Analyze the system to improve performance of the Software Application, Do **GAP analysis** and checks on **system data integrity.**
* Worked on **Salesforce Service Cloud’s Case Management features like Case auto-assignment**, **Case email auto-response**, **Case escalation rules** & **queues**.
* Do testing in the application test environment, to validate the system feature to see that there are no errors and if any errors get them fixed by working with the development team.
* Creating the **Reports and Dashboards according to the business needs** and awareness for Stakeholders.
* Plan and implement new features and business requirements of the project using **Agile software development** and always understand the **scope and vision** of work done
* Used **Salesforce** Dynamic CRM workflow technology to automate business processes.
* Assist with **front-line support** for many **Salesforce.com** users, including responsibility for user support / training.
* Help, build new reports and compile business intelligence logic to aid in efficient business decisions
* Propose new **UI changes** to help enhance overall end user experience. Support in mock-ups development
* Work with the backend data application teams to ensure that right data is being displayed in UI
* Performing **defects testing** and occasional **QA testing**. Make sure to perform end to end system testing in salesforce application after each deployment
* Act like the **subject matter expert** for all business requirements and business process. Read to **educate team members** about the software need.
* Maintain **requirement backlog** and decide which feature needs to be **developed and work with software team** to develop without error
* Keep a track of **system development, Plan development work** so that business users get what is most needed to them.
* Work with different development teams in different states so that together software can be developed and released to business user.
* Worked with the Architect, Software developers and testers to explain the business system for **inventory management solution**.
* Provide end user training and change management support on Dynamic CRM systems or tools
* Perform **API testing** and **data testing** so that back-end systems are working properly and support the UI
* **Create new user stories, defects, story mapping and maintain user story backlog**
* **Analysis, design, development, testing and implementation** for the application. Responsible for **coordinating internal and external groups for merger project** including development, testing, implementation, release management, change management and control of project.
* Worked as a **client advisor** and negotiated with user as well as with developers and management staff to resolve any requirement conflict to **BRIDGE the gaps between IT and Business Client**.
* **Interviewed** **SME** and **stakeholders** to better understand application requirements. Worked with functional teams in an agile environment, supporting with testing effort.
* Developed Project Specification Documents like **Business Requirement Document (BRD) & Functional & Non-Functional Requirement Document (FRD)**
* Conducted **JAD sessions** to gather business requirements from **stakeholders, business users, and external users.**
* Worked closely with development team to understand **technical limitations** and to **formulate comparable** solutions required for **Business users**. This includes translating **business requirements** into **technical specifications**.
* Wrote **test cases and test plan** based on already generated **Use Cases** to perform the **User Acceptance Testing** of the application. **Designing and developing test cases, led test case validation sessions & facilitated user acceptance testing**.
* Worked with **Quality Assurance teams** to review test scripts, test cases and reduce possible defects during testing.

**Environment:** **Saleforce.com platform, Veeva CRM, iRep, Vault, Force.com API, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Web services, Visual Force, SalesForce.com Data Loader, Security Controls, HTML, XML, CSS, Java Script, Sandbox, Eclipse IDE Plug-in, Dashboards, Analytical Snapshot and Data Migration, GitHub.**

**Building Blocks Group, TG-India**

**Jan 2018 –Jan 2019**

**SalesForce Business Analyst Admin-CRM**

Description: Building Blocks believe one of the biggest real estate companies in India, in driving real estate opportunities to the common Indian across various locations in the subcontinent. Revenue is generally from business-to-business sales rather than consumer sales. We are enhancing the current CRM project. We implemented new service cloud features in the current project. Worked on Salesforce1 mobile app for showingproofofconcept.  
**Responsibilities:**

* Performed the role of Salesforce **Administrator-CRM** in the organization.
* Will work closely with the Project Management Group to drive projects to milestones and completion
* Documenting **business requirements, user stories/acceptance criteria, use cases, workflow diagrams**, etc.
* Responsible for **eliciting business needs**, specifying **user stories/use cases, modeling processes, evaluating** system impacts, performing detailed analysis, prioritizing business requests, and partnering with the project team to ensure the successful delivery of new system capabilities, enhancements, and fixes in support of various client applications.
* Understanding the business needs and requests, identifying solutions, gathering information, and translating business needs into documented artifacts that are understandable to business and IT personnel alike
* Create and/or review deliverables such as user stories, as-is/to-be process flows, functional designs/specs, technical designs, mapping documents, wireframes/mockups, etc.
* Review requirements traceability (RTM) to ensure that all requirements are covered in build
* Take ownership of the **CRM** – this includes **project management**, **custom development**, and **light admin** for a small user group.
* Manage the company data - organize daily incoming data to hand off to sales support staff- this includes deduping and organization of a substantial data pool
* Manage and create **workflow rules, reports, dashboards**, trigger automations to further automate existing processes
* Assume ownership of the performance, capabilities, strategy co-creation, and implementation of the platform
* Build and grow our amazing **CRM** with our CEO as you report to and work directly with the **stakeholder**
* Worked on **Sales cloud** with Accounts, Contacts, Cases and Solutions to generate towards developing business.
* Using **Service cloud** worked on Customer service Automation with our partners.
* Worked on **Marketing Cloud** module.
* Expertise in **Service Cloud console** with exposure to Mobile App Integrations.
* Used **Community cloud** to build deeper relationship with customers to provide better service and assist them through online.
* Created web to **lead forms, assigned tasks, and managed workflows** for managing Marketing app.
* Write, revise, and edit client education, user, administrative, and support materials (user guides, quick reference guides, FAQs, training materials, online help)
* Worked on various Salesforce standard objects like **Campaigns, Leads, Accounts, Contacts, Opportunity, Forecast, Cases**, **Reports and Dashboards**.
* Created workflow rules to send auto response **emails, email alerts, field updates**, and other tasks.
* Explain system architecture to business stakeholders as it relates to business requirements.
* Designed, and developed the **Custom objects, validation rules, Page layouts, Custom tabs, Components, Visual Force Pages** to suit to the needs of the application.
* Configured **Customer & Seller Communities.**
* Developed Custom **Visualforce.com Pages for communities.**
* Good knowledge on **Community cloud** module.
* Designed various **HTML Email** templates.
* Designed, developed, and deployed **Apex Classes, Controller Classes and Apex Triggers** for various functional needs in the application using Force.com IDE.
* Developed and configured various Reports for different user profiles based on the need in the organization.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Created custom VF pages to leverage the functionality of displaying the information from different objects and update them on the same page.
* Worked with Methods to insert and update records without re-directing users to a new record Worked with Standard Controllers and record identifiers to implement automatic record retrieval and display/update a record's data, bind input fields to new records, display warning and error messages, create links for form processing, place command buttons and create custom messages, implement nested Visualforce pages.
* Used Translation Workbench on SFDC in-order to translate the custom labels, validation rules and email templates in different languages.
* Developed a custom application with Force.com to manage territory, account, and quota assignments, and integrated it with an internal commissions system using Informatica on cloud.
* Used Force.com to develop the Agile Vision application that is available on the AppExchange to help third parties manage their agile projects and increase productivity.
* Modified Opportunity and Pipeline by customizing various stages to help prospect better and enabled forecasting.
* Imported excel based customer information records into **Accounts, Contacts and Cases** using **Data Loader and Import Wizard**.
* Used Batch Apex to build an archiving solution that ran on a nightly basis, looking for records past a certain date and added them to the archive.
* Developed portals using force.com sites, these portals can be reached to the customers by Google search and pay per click ads.
* After development changes are done for each task, follow-up with QA team for testing. Updated the changes accordingly if needed.
* Document the configuration and development changes and follow the plan during the release process.
* Performing other duties, as needed.

**Environment: Saleforce.com platform, Force.com API, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Web services, Visual Force, SalesForce.com Data Loader, Security Controls, HTML, XML,CSS, Java Script, Sandbox, Eclipse IDE Plug-in, Dashboards, Analytical Snapshot, Agile, MS Office, MS SQL Server, MAC,MS Project, MS Visio, MS Word, MS Excel, MS Access, UNIX, XML, Windows XP, Jira, SQL Server (Client Server Applications), Requirement Traceability Matrix (RTM), Share Point, and Data Migration ,GitHub.**

**Tribco, India**

**Jan 2017 - Dec 2017**

**Salesforce Admin and Business analyst**

**Description:**

Tribco is a small high technology company that produces the world's most advanced friction products for brakes, clutches, and other industrial applications. Based in Cleveland, Ohio, USA, Tribco was launched in 1981 with a single purpose: Use space-age technology to solve the world's friction-lining problems. From a bootstrap start-up, Tribco has grown into a company whose friction products now solve thousands of friction problems—and can solve those confronting your customers. In fact, the marketplace's widespread acceptance of Tribco's friction products proves just how well those products perform! Today, Tribco's friction products are manufactured at its engineering, production, and office complex in Cleveland. **Responsibilities:**

* Expert in working on the concepts using PowerPoint and Use-case diagrams using Visio. Experience in developing process flow to propose solutions to redesign product to suit client requirements.
* Handled the entire **documentation like BRD, FRD, UCD, Process Flows and Product Backlog.**
* Convert new business system requirements to user stories which contain technical details related to system functionally
* Supporting and customizing **Salesforce CRM** for better adoption of field reps.
* Involving **in bug squad meetings & code reviews**.
* Used **Translation Workbench on SFDC** in-order to translate the **custom labels, validation rules and email templates** in different languages.
* Experience in customizing Data model of Salesforce.com CRM using **Workflows, Validation Rules, and Approval Processes**.
* Expertise in various Standard objects like **Accounts, Contacts, opportunities, Cases, Leads, Campaigns, Reports and Dashboards.**
* Configuring the **object security** and **record access** based on the requirements and security sharing.
* Extensively worked on Force.com to configure **the Agile Vision application** that is available on the **AppExchange** to help third parties manage their **agile projects and increase productivity**.
* Modified Opportunity and **Pipeline by customizing various stages** to help prospect better and enabled forecasting.
* Created and **configured various Reports** for different user profiles based on the need in the organization.
* Used the **sandbox for testing** and update the test lead on defects.
* Worked with developers to create **custom VF pages** to leverage the functionality of **displaying the information from different objects and update** them on the same page.
* Knowledge on **VF pages for customizing the UI** for partner users
* Imported excel based customer information records into **Accounts, Contacts and Cases** using **Data Loader and Data Import Wizard.**
* Document the configuration and development changes and follow the plan during the release process.

**Environment:** **Saleforce.com platform, Force.com API, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Web services, Visual Force, SalesForce.com Data Loader, Security Controls, HTML, XML, CSS, Java Script, Sandbox, Eclipse IDE Plug-in, Dashboards, Analytical Snapshot and Data Migration, GitHub**.

## C2S Technologies, TG, India.

## Feb 2015– May 2016

**Role: Salesforce Business Analyst and Administrator**

**Description:** W. W. Founded in 2005, C2S Technologies has transformed from how organizations work, collaborate, engage, analyze to meet business objectives, and thrive for success in ever changing market. C2S Technologies is a Microsoft Gold Partner in multiple competencies to deliver innovative cloud technology and tools, combined with expert consultation and exceptional customer experience.

**Responsibilities:**

* Performed the role of SalesForce.com Developer and Administrator in the organization.
* Designed and developed Visual Force Pages to meet various functional needs.
* Configured Service Cloud features and done service automated.
* Applied **Quote to cash** techniques for our customer.
* Developed a custom application with Force.com to manage territory, account, and quota assignments, and integrated it with an internal commissions system using Informatica on cloud.
* Migrated from partner portal to **Partner Communities.**
* Worked on **Agent console & customizable layouts, Analytics snapshots, Asset management & product tracking, Auto-suggested solutions.**
* Developed **Custom Visualforce.com Pages for partner communities.**
* Interacted with various Business User Groups to gather the document requirements.
* Used Sales force web services like **REST API, SOAP API**, XML, and partner WSDL.
* Developed and deployed Apex Classes, Controller Classes, Apex Triggers, and Visualforce pages for various functional needs in application.
* Integrated the Web Services for extracting the data from external systems to display in the pages of salesforce.
* Configured **salesforce1** mobile application according to customer needs.
* Used **Sforce.one** for managing navigation and built custom visual force components with J Query Mobile and AngularJS
* Worked on Unit testing, for the customizations and developments done during the project.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Used **SOQL & SOSL** with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Built Custom GUI using Visualforce page and jQuery.
* After development changes are done for each task, follow-up with QA team for testing. Updated the changes accordingly if needed.
* Created email-to-cases, automated-responses, assignment rules, email alerts and templates for Case Management.
* Maintained security such as user accounts, mobile user accounts, sharing rules, user roles, user profiles, field level security, list view rights.

**Environment: Apex Web Services, XML/XSD/WSDL, APEX Triggers, APEX Classes, Custom Pages, Custom Components, JavaScript, JSON, Custom Objects, HTML, CSS, Java Script, jQuery, jQuery Mobile, Salesforce Mobile packs, Firebug, Salesforce1, Workbench.**

## ICICI Bank-TG-India

## Oct 2012 - June 2014

**CRM**

ICICI Bank is a leading private sector bank in India. ICICI Bank currently has a network of 5,288 branches and 13,846 ATMs across India. ICICI Bank was originally promoted in 1994 by ICICI Limited, an Indian financial institution, and was its wholly owned subsidiary. ICICI Bank offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and through its group companies.

**Project**: The project was on their e-commerce online web application icici.com, which allowed customers to get a view of all the products in the store and buy them online. The application mainly dealt with the online payments and billings of the merchandise bought by the customer through the gift card and credit card. Designed Payment Authorization (Credit Card, Net Terms, and Pay Pal) for the transaction/order entry systems. Worked on Order Capture application to Develop Various Mediums of Sales with a Centralized Catalog. Enterprise Level Order Entry Systems - Phone, B2B, and Cataloging System.

**Responsibilities:**

* Created custom objects, applications, and custom report types.
* Designed **workflow rules, validation rules and approval processes** for various functional and business requirements.
* Created **email-to-cases, automated-responses, assignment rules, email alerts and templates for Case Management.**
* Collaborated with other developers in performing unit testing and identifying bugs in the application.
* Migration of the product from the test environment to the production.
* Created web to lead, web to case and Email to case to direct leads and cases from the Internet and email appropriately to the user queues or users.
* Used **Salesforce Automation for sale lead management, opportunity management, account** **contact Management, approvals,** and workflows.
* Created Queues, Groups and created assignment rules to assign leads to appropriate queues and users.
* Maintained security such as user accounts, mobile user accounts, sharing rules, user roles, user profiles, field level security, list view rights.
* Created workflows to assign tasks, field updates and outbound messages according to the business requirements.
* Worked on **page layouts, list views, custom reports, and record types.**
* Created search layouts to organize fields, custom links, related lists, and other components on record pages.
* Providing ongoing SalesForce.com maintenance and administration services including periodic data cleansing, custom objects, workflow
* Imported information from ACT and excel spreadsheets
* Maintained data cleanliness and accuracy by adding custom validation rules, custom formulas, reports, and dashboards

**Environment: Saleforce.com platform, Force.com API, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Visual Force, SalesForce.com Data Loader, Security Controls, HTML, Java Script, Sandbox, Eclipse IDE Plug-in, GitHub.**