



Vskills Certified Six Sigma Green Belt Professional



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Girgaon, Mumbai – 400004, India

DOB:
03/04/1992

VISA status:
B1 Visa for USA

SKILLSET

- CRM Solution Architect
- SFDC Developer
- Product Owner
- CRM Consulting
- Banking Domain SME
- Insurance Domain SME
- Wealth Management SME
- Salesforce Admin
- Sales Cloud Consulting
- Service Cloud Consulting
- Presales
- Defect Management
- SDLC Lifecycle Management
- BRD, FSD, Use Cases, RFP, SOW, Requirement Gathering

EDUCATION

- Bachelor of Engineering in ENTC**
- 2009-2013
- Mumbai University
- Grade A
- Higher Secondary Education, Science**

Samiya Shaikh

(Specifically looking for Remote opportunities in SFDC)

Salesforce Consultant | Salesforce Developer, Admin| Scrum Master |

- Seasoned IT professional with 6 plus years of experience in providing CRM Consulting to renowned Financial Services Customers across the globe as well as with multiple domain expertise.
- End to end CRM Consulting experience for Sales, Services & Marketing aspects of Businesses.
- Exposure in SDLC Phases for Presales, Requirement Gathering, Development, UAT, SIT, Go Live & Support. Confident, Logical, & Smart Individual with quick grasping, Negotiation skills, Good Mentor, Team Player & Passionate Learner. Technology evangelist for Sales, Services Process Transformation in CRM.
- ❖ **Salesforce Certified Admin (2020), Plat Dev 1(in progress)**
- ❖ **Certified Scrum Master & Six Sigma Green belt professional (2020)**
- ❖ **Bachelor of Engineering in Electronics & Telecommunication (2013)**

➤ **WarpDrive Techworks, Bengaluru, Mumbai**

SFDC CRM Consultant

Sep 2019 – Present

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Working as a Salesforce Consultant from Parent Organization 'WarpDrive Techworks LLC' for clientele as follows :

- Renowned United States based Retirement Investment Plans firm
Project Description: Client is a leading provider for Retirement Plans 401k in USA. The existing system is on Salesforce Financial Services Cloud which manages – Plans, Cases, Participants, Contributions, investor Profile etc. under different Objects. There were two projects-
 - One related to Plan migration which was earlier on Opportunity object to a newly designed Custom object.
 - Other Project is related to Incident Management with Integration to web portal, email to case.**Responsibilities/ Achievements:**
 - Scrum Product Owner for SDLC cycle
 - Gathered High level Requirements, performed Analysis and Implement CRM solutions in Sales, Services & Marketing Cloud
 - Admin setup & development for SFDC on Opportunities & leads
 - Salesforce Migration & Merging of 3 environments
 - Conducting User Stories session with Business Users & Stakeholders
 - Communicating process changes to Implementation & Development teams
 - Documentation for BRD, FRS, Use Cases as per the Client requirement
 - Resource & Efforts Estimation for SOW
 - Conducting Daily presentations & Stand-up calls
- Media & Entertainment Customer based in LA, USA
Project Description: Client is an MNC in Media Entertainment industry providing subtitling services to premiere Media Broadcast companies like Netflix.
 - Their Salesforce Requirement was on Sales Cloud Implementation that includes Leads, Opportunities & Forecasts, Quotes, and Invoices with SAP Integration as a scheduled Batch job.
 - There was another requirement for Desk.com to Service Cloud Migration.**Responsibilities/ Achievements:**
 - Lightning experience rollout for Sales Cloud & Service Cloud
 - High Level Solution Design for SFDC Architecture
 - Sales cloud setup for Accounts, Contacts, Opportunities, Leads, Forecasts
 - Desk.com Migration & Service Cloud rollout
 - SAP Integration with Salesforce
 - Linked In, Slack, Asana, Mailchimp & Outlook Integration with SFDC
 - SPOC for complete project cycle
 - Desk.com migration to Service Cloud
 - Defining Case Management process in Service cloud
 - Reports & Dashboards setup

- 2007-2009
- St Xavier's College, Mumbai
- Grade A

- **Secondary School Education**
- 2007
- YLHS, Mumbai
- Grade A

LANGUAGE

- IELTS (Band 7- L:8 ,R : 7 ,S : 7,W:6.5)

INTERESTS

- Swimming, Running,
- Artworks, Dance Music
- Exploratory Travel
- Technology Evangelist

RECOGNITIONS

- Performance Award by L&T Infotech
- Team Award by L&T Infotech

- Data Migration Import/ Export & clean up

3. NBFC providing MSME, Auto Loans

Project Description: Client is an NBFC providing Auto Loans.

Salesforce requirement was around LOS Lead Management system with possible API Integrations.

Responsibilities/ Achievements:

- LOS Implementation in Salesforce Sales Cloud
- Loan Application Initiation via Web to Lead
- Integration with UADAI website, Credit Check portal

4. Presales Initiatives

- Involved in Salesforce CRM Presales activities & Proof of Concepts for clients in multiple domain as follows:
 - Ecommerce platform - One of the Biggest
 - NBFC providing Auto Loans
 - NBFC providing SME Loans
 - Boutique Wealth Management Firm
 - Manufacturing Industry
- Handled Presales Activities for Response to RFPs/RFIs
- Demoes with clients, to Salesforce AEs
- Meetings with Project Leads, Salesforce, Partners

➤ **Acidaes Solutions Pvt. Ltd. - Mumbai**

CRM Consultant

July 2016 – June 2019

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Worked as a CRM Consultant from Parent Organization 'Acidaes Solutions Private Ltd' for clientele as follows :

1. Largest Bank in ME with Retail, Corporate & Islamic Banking segments

Responsibilities/ Achievements:

- Analysed Sales, Services & Marketing Processes for Retail, Corporate & Islamic Banking segments. Provided consulting to increase Customer Retention & Sales.
- Modelled and analysed Business processes from technical perspective for integration with external financial systems – Finacle, Newgen BPM.
- Gathered High level Requirements, performed Analysis and Implemented BPM equivalent for banking processes.
- Conducted User Stories session with Business Users & Stakeholders.
- Part of an Integrated Development Team
- Daily communication with Bank's IT Team to understand and Provide Business Solutions.
- Documentation for BRD & FRS, as per the Client requirement.
- Prepared Use cases for understanding of requirements for core Banking processes

2. Largest Bank & Insurance Group in India
Responsibilities/ Achievements:
 - Aligned for End to End Requirement Gathering of Largest Module 'Customer Servicing' along with Renewals & Policy Servicing for SBI Life with Understanding of existing systems Sales & Services Processes & Integration Touch Points for SBI Life CRM Implementation Phase 1 & 2.
 - Involved in End to End analysis of Lead Management system for Banking
 - Worked on NPS Process Implementation.
 - Integration with Different Touch Points
 - CRM application is to support 15,000 live users from Branches & offices all over India with ~1 lakh Requests logged in a month for 85 lakh Policy holders.

➤ **Larsen & Toubro Infotech - Mumbai**
Trainee, Business Analyst & CRM Consultant
Aug 2013 – Jul 2016

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1. International Bank
Responsibilities/ Achievements:
 - Supported below Business Processes Workflows in CRM for Banking as follows:
 - Customer On boarding
 - Retail: Customer Experience Management
 - Modelled and analysed business processes from technical perspective for integration with BPM Composers and monitoring
 - Prepared Use cases for understanding of requirements for implementation /Changes in Models.
 - Incidents handling
 - Process improvement initiatives

TECHNOLOGY STACK

Technology	Area	Last Used
Salesforce CRM	<ul style="list-style-type: none"> ▪ Sales Cloud, Service Cloud Development ▪ Admin Setup not limited to: Security settings, Roles, Profiles, Record Types, Layouts, Workflow rules, Flows, Process Builders, Classic to Lightning Rollout, ▪ Assignment Rules, Escalations & Alerts ▪ Apex Triggers, Custom Objects ▪ Email to Case, Web to Lead ▪ Data Loader, Data Import Wizard ▪ Territory Management ▪ CRM Objects/ Integration Worked on: <ul style="list-style-type: none"> ▪ Accounts, Cases, Campaigns , Leads, Opportunity, Approvals ▪ Contacts, Templates, Forecasts, Invoices, Sales Order ▪ Reports & Dashboards ▪ Integration for CTI, Outlook, LinkedIn, Mailchimp, Docusign, Slack, Whatsapp & other App exchange applications ▪ Deployment: <ul style="list-style-type: none"> ▪ Changesets ▪ Azure Devops 	Current
MS SQL 2019	<ul style="list-style-type: none"> ▪ Queries, SPs, Reporting 	Current
Azure Devops	<ul style="list-style-type: none"> ▪ Git Change Management, Migration 	
MS Office Apps/ Others	<ul style="list-style-type: none"> ▪ MS Visio, Word, Excel, PowerPoint, Lucid Chart 	Current
Core Insurance and Banking, Cards systems	Worked on APIs for below systems: <ul style="list-style-type: none"> ▪ Ingenium ▪ Finacle, AFS Powercard 	Current
Incident management	<ul style="list-style-type: none"> ▪ Sharepoint 2019 ▪ JIRA Confluence 5.10 	Current

EXPECTATIONS

- Challenging Consulting & Developer Roles in Salesforce CRM & latest Technology

*****Thanks*****