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|  | SOUJANYA BALA**soujanya.bala20@gmail.com  |    |   551-556-2927  |   Salesforce Business Analyst** |

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| ProfessionalSummary | Results-oriented **Salesforce Certified Professional** with strong record of client satisfaction. Well-versed in multiple domains (Banking, Healthcare, Retail and Insurance industry). 8+ years of strong exposure in Salesforce Sales Cloud, Service Cloud and as a Business Analyst (4+ years)Well established experience in Administration, Development & Integration.* Extensive experience in implementing CRM features like **Lead, Account, Campaign, Case management using Web-to-lead, Web-to case, Email-to-case and custom Lead conversion.**
* Actively participated in multiple phases of **Software Development Life Cycle (SDLC)** including requirement gathering and analysis, design, development, testing, deployment, maintenance and enhancement of applications.
* Responsible for **analysing and documenting business requirements**, business workflow, developing file mapping and technical specification and working with business partners/stakeholders to determine details and priority of requirements.
* Well-rounded experience in designing validation rules, custom objects, custom fields, role-based page layouts, workflow alerts & actions, pick lists, approval processes, record types, custom tabs, report extractions to various formats, and email generation according to application requirements.
* Good experience in analysing business requirements, entity relationships and converting to Salesforce **custom objects**, **lookup relationships**, **junction objects**, **master-detail relationships.**
* Customer centric with effective interpersonal, organizational and problem-solving skills.
* Ample experience in data migration and integration using **Data Loader** and Jitter Bit data loader.
* Good Knowledge on Salesforce configurations such as OWD, Sharing Rules, Role Hierarchy, Apex Sharing, Roles, Profiles, Permission Sets, Workflow Rules, Approval Process, Process Builder, Reports and Dashboards, Communities, Visual workflows, Public Groups, Queues, Field Access, Email Templates.
* Sound understanding of **SOQL** and **SOSL** for Querying and Searching Data for Force.com platform.
* Proficient in dealing with the functionalities related to the **Service cloud** and **Sales Cloud**.
* Good understanding with Client/Server architecture, Object-Oriented design techniques and web application design under Model View Controller (**MVC**) and Service Oriented Architecture (**SOA**).
* Hands on experience in implementing security and sharing rules (criteria based & manual sharing) at object and record level for different users at different levels of organization. Also created various profiles and configured the permissions based on the organisational hierarchy.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com Objects. Used it to read, extract, and load data from comma separated values (CSV) files.
* Proficient in writing **Apex Classes, Apex Triggers, Apex Scheduler, Batch Apex, Apex Web service & integrations**
* Good understanding of Salesforce.com Governor Limits with an ability to optimize code to respect those limits.
* Experienced in automating processes using process builder and debug issues related to the same.
* Experience in lead, Case management, Web-to-lead, Web-to case, And Email-to-case.
* Sound knowledge in Best practices for Salesforce and Force.com Platform
* Good technical knowledge in **Deployment** using **Force.com IDE** and **Change sets**
* Capable of learning new technologies and applying them to projects and operations.
* Excellent communication and inter-personal skills, accustomed to working in both large and small team environments
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| Skills & Competencies | Salesforce Technologies:Salesforce Tools:Programming Languages:Databases:Custom Integration:Office Application:Operating Systems: | Salesforce CRM, SFCC, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visual Force Pages / Components, ApexWeb Services, Workflow & Approvals, Dashboards, Analytic Snapshots, Case Management Automation, Custom Objects. Force.com Eclipse IDE Plug-in, Force.com Explorer, Force.com Data Loader,Conga, Force.com Platform (Sandbox, and Production).APEX, SQL, PostgreSQLMS SQL Server, OracleOutbound Messages, Field updates, Reports, Custom Objects, Custom settings, Custom labels and Tabs, Email Services, Role Hierarchy.MS Office (Word, Excel, Visio, PowerPoint, Project, Outlook)Windows XP/7/8/10, UNIX, Mac OSX |

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| Experience |

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| **Salesforce Business Analyst**  | Sep 2018 – Present |

**Main Street Launch, Oakland, CA** **Project:**Main Street Launch, a non-profit organization aims to support diverse entrepreneurs and the businesses and local jobs they create, using business investment as a primary strategy for creating opportunities for low-to-moderate income Oaklanders to prosper in a rapidly changing city. **Responsibilities:*** Planned and conducted requirements elicitation meetings with the business to collect functional and non-functional requirements relating to client's Salesforce technology enhancement and initiatives.
* Serve as liaison between customers and team developers to overcome applications issues and maintain established business relationships.
* Implemented Case Management by creating record-types specific to the user groups, assignments rules, escalation rules, case templates, workflow rules and actions, etc.
* Customized page layouts for Contacts, and Accounts depending upon user roles, and groups of Service cloud objects.
* Responsible for writing Apex classes, Triggers, batch classes, Visualforce code containing business functions, Test classes for unit testing and code coverage.
* Developed portal solution using Lightning Components.
* Worked on custom application development in Force.com, utilizing Visualforce and Lightning Components/Framework.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Retrieved some data and its functionality from Third-Party API’s and displayed within the lightning component.
* Used Data Loader for insert, update and bulk import or export of data from Salesforce.com, SObjects used it to read, extract and load data from comma separated values (CSV) files.
* Used SOQL&SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Integrated using REST based Web service callouts to other external systems.
* Worked on web technologies like HTML, CSS, JavaScript, WSDL and BULK API
* Developed code for generating the XML requests required for calling the web services.
* Maintained data cleanliness and accuracy by adding custom validation rules, custom formulas, reports and dashboards

 **Environment**: Saleforce.com platform, Lightning, Service cloud, Agile, Apex Language, Visual Force, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Email Services, Security Controls, Sandbox data loading

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| **Salesforce Business Analyst**  | Aug 2017 – Aug 2018 |

**CRISP, Columbia,MD** **Project:**CRISP, a non-profit organization, also a regional health information exchange (HIE) responsible for healthcare throughout the Maryland and the District of Columbia. The Sales (aka Outreach) team uses SFDC as a traditional selling tool, tracking Leads and working Opportunities, which are ultimately passed to the Operations team for account setup. The Operations team uses SFDC to manage system setup procedures and to track user account information. SFDC serves as a consolidated repository of all user access in downstream systems, and this record is maintained manually.**Responsibilities:*** Work with end users and management to document, design, test and deploy complex processes.
* Gathered user requirements and business requirements Users, Stakeholders and the Project manager
* Executed various levels of Unit, Integration, Regression and User Acceptance (UAT) using test cases to prove that system conform to specifications of business and quality requirements.
* Add or Update a Custom Object/task/event/opportunity/account in Salesforce on a successful Sale
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Prepared the package.xml for retrieving the code from source sandbox through ANT tool/workbench and pushing the code to Stash (Bitbucket/SourceTree)
* Worked on deployment of code from stash to all environments.
* Involved in all the phases and pre-production/post-production support activities.
* Experience in Data Loader for Data Management in Force.com platform
* Created Lightning Component Tabs and Visualforce Tabs using Lightning Components.
* Developed component using Lightning Aura Framework which also included client-side AngularJS
* Used Data Loader for insert, update and bulk import or export of data from Salesforce.com, SObjects used it to read, extract and load data from comma separated values (CSV) files.
* Used SOQL&SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Integrated using REST based Web service callouts to other external systems.
* Involved in design and development of different views and page layouts for different profiles.
* Developed complex workflows and approval processes for automating business logic
* Created email templates and inbound emails using Visual force for the clients and customers.
* Developed Apex Test Classes with assurance of maximum code coverage.
* Implemented Case Management by creating record-types specific to the user groups, assignments rules, escalation rules, case templates, workflow rules and actions, etc.
* Used SVN for code repository and JBOSS eclipse editor to modify and commit the changes
* Proficiency in SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services,Formulae Fields, Approvals, Workflows, Reports, Dashboards, Tasks and Events

**Environment:** Saleforce.com platform,Agile, JIRA, Lightning, Sales cloud, Apex Language, Visual Force (Pages, Component & Controllers), Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in, Windows XP.

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| **Salesforce Business Analyst/Developer** | Apr 2017 – Jul 2017 |

**Citizens Bank, RI****Project:** Citizens Bank  offers delivers a broad range of retail and commercial banking products and other services such as student loans, home equity products, credit cards, and more. Citizens has customized the Einstein Analytics platform with the help of Salesforce, so its commercial bankers have a more complete view of clients’ needs and can deliver the right solution at the right time. These tools provide bankers with a real-time view of each relationship, helping them deliver the combined strength of the entire bank to each client.**Responsibilities:*** Strong Requirements gathering experience using JAD Sessions & Conducting User Interviews, and preparing functional documents like Use Cases, Software Requirements Specifications (SRS).
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Implemented pick lists, dependent pick lists, lookups, junction objects, master detail relationships, validation and formula fields to the custom objects.
* A Cvent app was also integrated for the purpose of merging information and for creating higher impact data.
* A third app, KnowWho, was integrated by Cloud Creations because of its ability to push in large amounts of information into Salesforce from Congressional, Federal, and State data based resources.
* Implemented an integration project for small groups where Sales Connect (Salesforce) receives request from other system and performs the necessary logic in salesforce.
* Was able to work and be a part of sprint assignments from week 1 with minimal/no assistance.
* Was able to pick up the data model easily and have written test classes with >80% coverage.
* Implemented the best practices like design patterns, Util classes and having dynamic values in the code by putting all the static values in the Utils class and separate class for Error Handlers.
* Implemented Trigger best practices.
* Implemented Mass Approval and Mass Submit of approval requests by customizing and making changes to existing code using Approval class API.
* Have implemented Soql, Sosl and dynamic Soql queries.

**Environment:** Saleforce.com platform, Agile methodology, SOQL, SOSL, Sales cloud, Apex Language, Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs

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| **Salesforce Consultant** | Jan 2016 – March 2017 |

**KROGER, OH****Project:**KROGER, one of the largest retailers in the world is dedicated to serve a million customers a day through a seamless digital shopping experience and retail food stores.The purpose of the project was to hyper-personalize the grocery experience for its millions of customers, using Marketing Cloud. The intention was to access rich online and offline consumer data to better segment audience types and deliver more than a billion emails annually that include personalized, localized offers. **Responsibilities:*** Designed and Developed Visual Force pages based on Business Requirements.
* Participated for preparing the Technical Design Document regarding the user requirement.
* Involved in various activities of the project like Information Gathering, analyzing the Information.
* Worked Collaboratively across different teams to build solutions and designing POCs on salesforce Force.com platform.
* Experience with Saleforce.com Web services APIs using REST based Web Services APIs for consuming the data from ASP.NET application, de-serializing, with data in returned API response payloads.
* Formatting and migrating user data into LE, Implemented Salesforce Lightning Components within the organization. Used Salesforce Lightning Design Systems (SLDS) components in the Lightning Application.
* Analyzed the Salesforce classic application and converted to Lightning Application from ground up.
* Registered to events like listeners to handle Lightning events and developed Events to interact with Salesforce1Application.
* Tested apps by appending multiple components to a Lightning application thereby deployed applications from Sandbox to Production.
* Develop technical requirements for internal pricing team who worked on the custom object to build the price book based on the customer information gathered from the opportunity related by sales representative of specific regions.
* Designed, Developed and Deployed Apex Classes, Controller Classes and Apex Triggers for various functional needs of the application.
* Worked on developing Visual force page which shows the Price Book drop down with standard Price Book at the initial stage of business with the customer when clicking on Opportunity Product from the Account Related List.
* Conducted Unit Testing for every code and wrote the test methods to obtain a code coverage of 85% minimum.
* Customized the Company Profile, page layouts, record types, security & Access Controls as per the Organization Requirements.
* Maintain security models in Sales Tools, including roles, profiles, sharing rules and workflows in order to auto populate the values to the fields based on the requirement.
* Created several work flows and approval Processes needed in different stages of Application.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Developed Custom Objects with new Custom fields, Tabs, Components and developer visual force pages based on the end user requirement.
* Worked on different Integration Issues and worked on developing Visual force pages and Apex controller classes.
* Created and Managed User roles for different territory region sales representatives and internal pricing team given Permissions to restrict the view and edit options for different region representatives by object level settings and field level settings.
* Created Public Groups, Security Controls and Shared Settings with the help of custom fields to restrict the access of records, based on the user groups within Salesforce org.
* Created Custom Reports to track the Cases, assets to be available to different levels in the organization based on their Profiles.
* Wrote Apex Triggers to implement business logic which sends E-Mails to the customers.

**Environment:** Salesforce.com Platform, Force.com, Force.com Eclipse IDE, Lightning Experience, Lightning Components, Apex classes and Controllers, HTML, CSS, Data Loader, Lightning Data Service, Lightning Flow, Embedding Components in flow, Communities, Apex Controller, Custom Meta Data, Change sets**Salesforce Admin/Developer** Jan 2014– Dec 2015**TATA AIG Insurance, Inc., Hyderabad, India** **Project:** TATA AIG offers an extensive range of General Insurance covers that cater to various individuals and corporate insurance needs. The project was to build a system in place for agents & customers for obtaining online reliable quote applications in real time from existing web portal. The purpose of the project was to improve the existing functionality of convenient access to real-time quote information with the ability to download quote information. **Responsibilities:** * Proficiency in SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Formulae Fields, Approvals, Workflows, Reports, Dashboards, Tasks and Events
* Designed, Developed and Deployed Apex Classes, Controller Classes and Apex Triggers for various functional needs of the application.
* Documented the requirements in pre-existing Business requirement document (BRD)
* Analysed the system by performing GAP Analysis to determine whether solutions meet the high- level business requirements.
* Elicited business requirements from core business units via JAD sessions, teleconference
* meetings, semiformal and formal meetings.
* Provide support across different domain areas such as Auto Assignment, Payments, Claims Data and Appointment Logs, Auto Estimations, Flood Claims etc.
* Analysed the Business rules for Claim assignments throughout the New Jersey, so as to have balanced workload for all the claims representatives.
* Responsible for process modelling from inception through implementation and post implementation optimization along with associated UI design.
* Planned and defined system requirements with Use Case, Use Case Diagrams and Use Case Narrative using the UML (Unified Modelling Language) methodologies.
* Worked closely with user experience (UI/UX) team for creation of wireframes and prototyping for web portal.
* Created quality user stories making sure that they meet INVEST criteria.
* Organized & Conducted Sprint planning meeting with developers and testers to review user
* stories, assign story points and cards to a respective sprint.
* Engaged in analysing requirements, identifying various individual logical components, expressing the system design through UML Diagrams.
* Coordinated User Acceptance Testing (UAT) on a monthly basis with the Subject Matter Experts
* (SMEs) to make sure that all the requirements are addressed in the application.
* Assisted with the development of user manuals and trainings to help educate users on the new functionality after deployment.

**Environment:** Salesforce.com Platform, Force.com, Force.com Eclipse IDE, Lightning Experience, Lightning Components MS Visio, Rally, Microsoft Office Tools, SQL Server, Hybrid Methodology **Business Analyst** Jan 2013 – Dec 2013 |  |

**TATA AIG Insurance, Inc., Hyderabad, India** **Project:** TATA AIG offers an extensive range of General Insurance covers that cater to various individuals and corporate insurance needs. The project was to build a system in place for agents & customers for obtaining online reliable quote applications in real time from existing web portal. The purpose of the project was to improve the existing functionality of convenient access to real-time quote information with the ability to download quote information. **Responsibilities:** * Elicited business requirements from core business units via JAD sessions,

teleconference meetings, semiformal and formal meetings. * Documented the requirements in pre-existing Business requirement document (BRD)
* Analysed the system by performing GAP Analysis to determine whether solutions meet

the high- level business requirements. * Provide support across different domain areas such as Auto Assignment, Payments,

Claims Data and Appointment Logs, Auto Estimations, Flood Claims etc. * Analysed the Business rules for Claim assignments throughout the New Jersey, so

as to have balanced workload for all the claims representatives. * Responsible for process modelling from inception through implementation

and post implementation optimization along with associated UI design. * Planned and defined system requirements with Use Case, Use Case Diagrams

and Use Case Narrative using the UML (Unified Modelling Language) methodologies. * Worked closely with user experience (UI/UX) team for creation of wireframes and

prototyping for web portal. * Created quality user stories making sure that they meet INVEST criteria.
* Organized & Conducted Sprint planning meeting with developers and testers to review

user * stories, assign story points and cards to a respective sprint.
* Engaged in analysing requirements, identifying various individual logical

components, expressing the system design through UML Diagrams. * Coordinated User Acceptance Testing (UAT) on a monthly basis with the Subject

Matter Experts * (SMEs) to make sure that all the requirements are addressed in the application.
* Assisted with the development of user manuals and trainings to help educate users on the new functionality after deployment.

**Environment:** MS Visio, Rally, Microsoft Office Tools, SQL Server, Hybrid Methodology  |
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| Certification | * ***Salesforce.com Certified Platform Developer***
* ***Salesforce.com Certified Administrator***
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