**Ponna Sashanka Setlem  A close up of a sign

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**Summary** In-depth Knowledge and hands-on experience in Salesforce implementation in Healthcare and life Sector, Manufacturing, eCommerce, Insurance, Educational and Financial industries. Experience in Marketing, Sales, and Service functional domains using Salesforce, SAP CRM, and other CRM applications. Hands-on experience in planning, requirements gathering, GAP analysis, designing, developing, and deploying enterprise applications. Implemented various SFDC and SAP CRM implementations covering Sales Cloud, Service Cloud, Quote-to-Cash, Call center, Chatter & App-exchange applications. Hands-on experience with creating and maintaining Business Process Definition Documents (BPDs) and Functional Specification Documents (FSDs). Competent in analyzing and creating Use Cases, Use Case Diagrams, Process maps, business rules, stakeholder requirements, Data/Flow/Navigational flow diagram using UML Tools like MS Visio.

**Education Dakota State University** Madison, SD, USA

Master’s in information systems **(***Specialized in Health Information & Management Systems***)**

**University of Greenwich** London, UK

Master’s in Pharmaceutical Sciences

**Rajiv Gandhi University of Health Sciences University** Bangalore, India

Bachelor’s in pharmacy

***Certifications* Certified Salesforce Administrator**

**Certified Salesforce Platform Developer I**

**AWS Solutions Architect - Associate**

**Skills Technical Skills:** Project Management, IT Strategy, CRM, Business Intelligence, e-Commerce, MDM, Sales, Marketing, Service, Customer Care, Operations, Finance, Excel, PowerPoint MS Project, Visio, DocuSign, Form Assembly, Access, SAP CRM Salesforce.com, NetSuite, Apex, Visualforce, WRIKE, Apttus XML, Java, SQL, Agile/Waterfall, ASAP, System Architecture, Jira, Windows, Unix

**Salesforce.com:** Salesforce CRM, Objects, Workflows, Approvals, Formulas, Automation, Validation Rules, Relationships, Page Layouts, Email Templates, Roles & Profiles, Reports & Dashboards, Salesforce Lightning Design System (SLDS), Case Management, Pardot, Security and Sharing rules, AppExchange, Apex Data Loader, Salesforce Sandbox configuration, Force.com.

**Operating Systems:** Windows XP/ Windows 7/ Vista,8,10, MAC OS, Linux.

**Experience**

**06/16 – Now Avera eCARE Sioux Falls, SD**

**Solutions Analyst**

Currently working in a role with combined duties of Lead Salesforce Developer and Lead Business Development Solutions Analyst in a Health care organization. I do work closely with their IT, Business Development team, which includes Sales, Service, Marketing and implementation team's requirements.

* Efficient in gathering and defining business requirements, use cases, and functional specifications.
* Capable of creating project timelines, characterizing risks/dependencies, and budget and resource needs.
* Develop and build Lightning Components for very specific and unique business requirements in Sales Cloud, Marketing Cloud, Health Cloud and Service Cloud Communities.
* Creation, Modification and Automation of the Reports and Dashboards in Lightning UI. When needed create Apex class, VF pages and develop Java Script for obtained requirements.
* Perform analysis, administration, troubleshooting, testing, software and data environment refreshes as needed. Create/customize and change page layouts, metadata, fields, profiles, triggers, email alerts, formula fields and business rules (validations and workflow) to support business requirements.
* Extensive experience in establishing test plans, test cases, and management of testing cycles.

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* Analyzed change requests for existing applications and projects implementing new applications and creating process models, specifications, diagrams and charts to provide direction to the project teams. Understanding and leveraging SFDC CRM processes. Hands on experience on Sales Force Classic to Lightning for Customizing Reports and Dashboards for business use.
* Designed and deployed Custom tabs, Approval Processes and Auto-Response for automating business logic. Created Many-to-Many relationships and created Junction objects to implement Roll-up Summary fields to aggregate data from child records on the parent
* Project Manager - manage client implementations from development to production.
* Member of various teams for actively building a recommendation for reducing vendor costs by the Salesforce App Exchange Applications.
* Initiated procedures and maintain training guides for navigating the systems for end users.

**06/16 – 04/19 Legend Business Solutions Owatonna, MN**

**IT Business Systems Analyst**

* Administered, configured, and maintained Salesforce.com application user profiles, roles, assigning permission, generating security tokens, validation Rule, upgrade installation.
* Worked on Sales Cloud, Service cloud, Marketing cloud and Community cloud. Worked on Security Concepts like OWD, Permission sets, Roles, Public groups, Queues, Sharing Rules and Manual Sharing Rules.
* Created Validation Rules, Assignment Rules, Escalation Rules, Workflow Rules, Approval Process and Process Builder. Developed UI using Visual Force Pages using Standard Controllers, Custom Controllers, Standard List Controllers and Controller Extensions.
* Developed various Apex classes, Test classes, Triggers, Visual Force for various functional need in the application. Worked with multi-functional marketing automation platforms Marketo and Pardot.
* Involved in implementing some key features of MuleSoft to help developers to connect applications together quickly and easily and allow exchange of data.
* Worked along with Project Manager to enact overall project methodology from the starting phase through implementation/planning. Documented requirements in user stories and use cases, process flows, and huge waterfall documents depending on the business and project need.
* Given a role as acting IT manager engaged directly for application development, release management, resource allotments, supporting of production and environment issues, and removal of progress roadblocks. Provided weekly progress reporting and control on the intake process for new requests during a four-month transition window.
* Implemented a new portfolio reporting strategy for Financial services throughout the organization.
* Centralized and reported on all work efforts within the Strategic Business Initiatives, ensured owners are assigned, status is reported, issues are addressed and/or escalated, and target goals are established.
* Created the monthly report from all the teams to the PMO for Executive/leadership Reporting.
* Participated in PMO regular development initiatives for standardizing Schedule metric report, stakeholder analysis and requirement traceability. Provided expertise and examples of create project organization charts as well as Action Item/Issue Log/Risk Log to the SDLC committee.
* Implemented project management, business analyst, and testing analyst roles on all projects authorized.
* Involved in customizing Salesforce CRM for generating web-to-leads and web-to-cases.
* Developed Salesforce community using visual force pages and apex classes. Developed custom SOAP and REST Web Services in Salesforce and published for External applications.