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| Contact Information Dallas, TX 469-298-9896 y.potluri123@gmail.comWork Authorization: US CitizenAchievements **Documentation** * Designed and reviewed various documents including the Software Requirement Specifications (SRS), Business requirements document (BRD), Use Case Specifications, Functional Specifications (FSD), Systems Design Specification (SDS), Requirement Traceability Matrix (RTM) and testing documents
* In-depth implementation experience and domain knowledge in multiple CRM subject areas like Lead Management, Campaign Management, Account & Contact Management, Opportunity and Pipeline Management
* Information gathering, analyzing the information, and documenting the functional and non-functional requirements are some of the various activities involved in.

**SME*** Business Communication: Acting as a point of contact for business and technical stakeholders and performing the role of a facilitator to ensure the conveyed message is properly understood.
* Interacted with the ETL team, developer(s), management, and account holders to get the requirements, document them, design templates, and write specifications.
* Coordinated with the product owners and SMEs to create the Product Backlog for the Agile-SCRUM based applications.

**Salesforce CRM/ SFDC*** Config Lead involved in Salesforce.com Customization, Configuration, Administration, Data Migration, Deployment, Monitoring and Production support. Configured and customized Salesforce.com Marketing, Sales & Service cloud and Force.com Platform using workflow rules, approval processes, validation rules, custom objects, fields, profiles, permissions sets, assignment rules, Analytics such as Reports & Dashboards, Analytic snapshots, layouts, tabs, apps, mobile configuration, desktop integration, Chatter, content management, Salesforce to Salesforce, sites, web-to-lead, mass email, sharing settings.
* Salesforce.com integration experience, including between different business systems as well as working with integration tools.
* Experience in Salesforce (SFDC) CRM with end to end implementation experience.
* Designed and deployed Salesforce.com Communities enabling clients with an external support platform, helping their organizations engage their customers, partners, suppliers, and distributors. Designed custom applications on the Force.com platform, including using the declarative capabilities, and Salesforce Administration.

**Project Management*** Expertise in SFDC Development in implementing Apex classes, Triggers, Visualforce using Force.com IDE, SOQL and SOSL.
* Building out the territory management and forecasting in Salesforce.
* Involved in business analysis and project management, coordinating between the team members according to the business requirements.
* Testing: Worked extensively on Functional Testing, Database Testing, GUI Testing and Manual Testing and developing QA Test Plan, defining Test cases, reviewing and maintaining Test scripts, analyzing bugs, automated testing and User Acceptance Testing (UAT)

**Data Management** * Used Data Loader/Jitterbit 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.
* Involved in packaging components, creating repositories, Validation against production, validating test classes, Deployment preparation, and manual deployments in production, Sandbox management, and code migration between sandboxes/production.
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| **Y Potluri**Sr. Salesforce Consultant |

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| Summary  |
| * **Salesforce Certified Administrator**
* **Salesforce Certified CPQ Specialist**
* **Salesforce Certified Platform App Builder**
* **9 Years** of Experience as **Salesforce Business Analyst/Administrator**
* Proficient knowledge of the Software Development Life Cycle (**SDLC**), **Agile** methodologies and requirement gathering
* Experience in **Salesforce** configuration and customization using profiles, permission set, workflow= and validation Rules
* Worked on Salesforce.com Customization, Creation and maintenance of **Record types, Page Layouts, Objects, Tabs and Fields**.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Experience in Salesforce.com **Reports, Dashboards**
* Acted as a liaison between Business, Legal Teams, Developers, Testing Team and Usability teams
* Developed user stories and to-be process flows to support the design and development of Salesforce solutions for our clients
* Proficient in UML – Use case Diagrams, Activity Diagrams, Sequence Diagrams and Class Diagrams
* Effective at interviewing business users, stakeholders, and subject matter experts (SME's) and eliciting needs and translating those needs into concise functional and non-functional requirements
* Expertise in using Microsoft Excel, and used the Advanced built-in functions like VLOOKUP, Custom Filters, Countif, Match, Dropdown lists, Pivot Tables, SQL data Import & Index.
* Proficient in database analysis, on Oracle, SQL Server, Teradata and MS-Access
* Facilitated and participated in Joint Application Development (JAD) sessions for requirements gathering, resolving open issues and change requests
* Ability to multi-task in a fast-paced environment
* Excellent communication, analytical, interpersonal, trouble shooting and presentation skills
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| Work Experience  |
| **Sage IT, Frisco TX Jan 2017 – Present****Business Analyst / Admin / Developer - Salesforce*** Acted as a liaison between business user and technical teams
* Created Salesforce Custom **objects, validation rules, Page layouts, Custom tabs, Components** to suit to the needs of the application
* **I**mported data into Leads, Accounts, Contacts and Opportunities using **Data Loader and Import Wizard**
* Designed and developed **Reports** and **Dashboards** as per user requirement
* Responsible for defining the scope of the project and performing routine schedule updates
* Collaborated with business owners to analyze budget needs, project estimates, statements of work, contract reviews and approvals
* Performed Risk analysis of existing system and evaluated benefits of new system
* Designed and reviewed different comprehensive data reports using MS Access and MS Excel
* Reviewed Technical Designs created by the development teams and validated them with the function requirements
* Acted as SME and supported end users on day to day issues and open questions
* Ensured all artifacts comply with corporate SDLC Policies and guidelines
* Worked with the development teams in analyzing and fixing bugs and offering them inputs during critical Production Issues
* Worked GAP analysis to compare the existing system with the proposed system and documented new requirements
* Worked with development teams and business users in creating Mockups for UI design.
* Worked on Account & Contacts to analyze the enhancements configuration and gathered requirements for enhanced system functionality.
* Used **Force.com** developer toolkit including **Apex** Classes, **Apex** Controllers and **Apex** Triggers to develop custom business logic.
* Prepared Configuration workbook, Security Model and Field Level Security documents for system profile.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization. Worked on Apex Triggers, Classes and visual force Pages.

**Greystar, Dallas TX Oct 2014 – Dec 2016****Salesforce IT Business Systems Analyst*** Worked with various salesforce.com CRM standard objects **Lead, Account, Contact, Opportunity, Campaign and Cases**.
* Worked on **Data Loader** to Insert, update, and bulk import or export of data from Salesforce.com
* Worked on Web to Case, Email to Case functionalities.
* Coordinated work plans between project manager and client using MS Project
* Report schedule deviation in activities/ task related to the discipline
* Worked together with Development team in analyzing and fixing bugs
* Tracking Quality Assurance (QA) and User Acceptance Testing (UAT) cycles
* Developed training materials and conducted end-user training
* Preparing weekly status report for the management
* Monitored the pre-deployment and post deployment activities to ensure successful implementation
* Developed Test Procedures, Test cases
* Logged defects, generated various reports and graphs for further analysis
* Maintaining test cases for integration, data conversion and system testing

**Atos, Irving TX May 2011 – Aug 2014****Business Systems Analyst*** Re-engineered a strategic managerial reporting system from Business Objects to web standards with exporting capability in PDF, Excel
* Gathered and documented requirements (UML)
* Ensured Use-Cases were consistent and covered all aspects of the Requirements document
* Analyzed impact of requirements on effort (Impact analysis)
* Performed in depth Business Analysis and Technical Specification by working with Implementation Managers, Traders, Operations and IT and prepared Business Specifications, Technical Specifications, Data mapping documents
* Analyzed high-level requirements and identified all existing OLAP reports that are currently used and converted requirements into technical details
* Improved the performance of the Client’s report generation system from 2 minutes to 5 seconds through improved SQL Queries tuning and reengineering
* Identified the report generating process in existing batch jobs and decommissioned the batch jobs that produced the reports that were no longer used by the End users
* Was responsible for the SDLC Process Documentation
* Backend testing using SQL Queries
* Used MS Access and SQL for Database testing and acquire test data
* Worked with QA team to design test plan and test cases for Integration Testing and User Acceptance Testing (UAT)
* Developed timelines for project delivery, and worked with development and testing teams to accomplish successful completion and timely release of the deliverables
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| Tools & Technologies |
| * Documentation Preparation
* Salesforce CRM
* Force.com Eclipse IDE
* Lightning Components
* Apex
* SOQL
* Agile Methodology
* **Informatica cloud**
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