

SWAPNA PYDIKONDALA

CERTIFIED SALESFORCE ADMINISTRATOR



Denver, CO



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PROFESSIONAL SUMMARY

Certified Salesforce Administrator specializing in developing workflows, objects, and rules for end-users. Experienced gathering business requirements and collaborating with business owners. Leverages Business Analyst and Salesforce user experience to create solutions, reports, and dashboards in Salesforce.

CORE COMPETENCIES

Salesforce Communication/Collaboration	Requirements Gathering Testing & Deployment	Process Improvement Project/Production Support	Reporting Negotiation
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SALESFORCE ADMINISTRATOR SKILLS

Overview of skills obtained throughout a 5+ year career with Big Tech Company Business Enterprise and Finance Divisions:

Salesforce Administration Certification

- **Key Skills:** Salesforce Objects (including CPQ), time triggered tasks, configuring user profiles, sandbox testing and production deployment

Requirements Gathering & Documentation

Engaged directly with internal and external stakeholders to **define project requirements**.

- Authored strategic, end-to-end business architecture requirements and weighed technical solution alternatives

Process Improvement

- Audits current processes and workflows to determine opportunities to consolidate, eliminate, and/or automate.
- Creates, tests, implements, and documents business systems, processes, and workflows.

Financial Analysis & Reporting

Created monthly scorecards and quarterly dashboards to report progress and guide portfolio decision-making.

- Delivered weekly reporting on incremental funding authorization
- Analyzed benefit realization against project benefit expectations using Excel
- Acted as a Team Lead for the Steps Foundation **Salesforce Administration** Project. I helped them get their Salesforce reports working how they wanted and created a user-friendly dashboard that they can use moving forward. In this project, I also customized 2-3 evergreen reports, and provided an approach for customizing future reports.

Collaboration & Communication

Worked **cross-functionally with various departments and executives**. Trained and mentored new department employees.

- Facilitated coordination between corporate capital, client, and internal factory teams for project delivery

Work Achievements

- Worked in a team of 5 to utilize the Salesforce Professional Services Methodology (Discover, Define, Design, Deliver, and Deploy) to elicit requirements, needs analysis, and business case definition to scope a solution that meets a client's business challenges. This includes creating Current and Future State process maps, GAP analysis and Salesforce solutions for our client
- Trained 8 new individuals in the process and supervised their performance by playing a role of SME for APAC Market. Also played a key role in stabilizing the process in just three months with minimum initial hiccups
- Was the first one to be recognized by UBS with RFH Challenge Certificate for Achieving the Target set by Regional Functional Head
- Suggested effective process improvements by creating macros which helped in saving a lot of processing time
- Responsible for bringing the entire prime brokerage process for UBS Hong Kong to India
- Successfully created all SOP documentation for the whole APAC markets which helped the other team members to understand the process easily.

Responsibilities

- Provide support to fixed income investment operations, NBIM
- Responsible for validating NAV calculated by the fund accountants
- Responsible for daily reconciliations core to the daily fixed income operations

- Adding new securities in trading system
- Support front office traders and portfolio managers
- Ensure high quality data in the data warehouse
- Managing fail trades daily involves reviewing and follow ups to ensure settlement at the earliest before the market closure.
- Executing payments via Automated settlement Instruction System
- Monitoring payments from various counter parties and following up if the payments are not received within the stipulated time.
- Preparing various SWIFT messages, amending existing trades and arranging FX payments.
- Resolving Nostro and Depot breaks between UBS internal records and UBS accounts with local agents of different markets across Asia.

Key Strengths

- Postgraduate in Master of Business Administration
- 4+ years of experience in the Equity Market of the Financial Services Industry.
- Expertise in the areas of brokerage services and stock exchanges serving for clients across different countries
- Involved in various projects catering to areas such as Equities, Fixed Income, Brokerage systems, mutual funds, and execution systems

Professional & Volunteer Experience				
Role	Client/ Domain	Organization	Project	Duration
Salesforce Business Analyst	Clicked	Clicked	New Business Unit Introduction in Salesforce	Nov 2022- Dec 2022
Salesforce Business Analyst	Step Foundation	Step Foundation	Report & Dashboard Management	Jul 2022- Aug 2022
Sr. Business Analyst	NBIM	Cognizant Technology Solutions	Fixed Income Data Management	Sep 2009 - Mar 2010
Business Analyst	UBS	Wipro Technologies	Prime Brokerage	Nov 2006 - Dec 2008
Business Analyst	Karvy FinTech	Karvy Computershare Private Limited	Financial Services	Jan 2006 - Nov 2006

EDUCATION & CERTIFICATIONS	
MBA in Finance & HR	Osmania University, India
BS in Computer Sciences	SV University, India
Certified Salesforce Administrator	Salesforce
Google Data Analytics	Google