### **Sehrish Shuja**

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## Summary

* Skilled in business and data analysis while having a strong technical background in Salesforce.com
* Experienced Salesforce Certified Advanced Administrator
* Excellent interpersonal skills with excellent communication, both verbal and written for technical and non-technical stakeholders

## Skills

* **Languages: Apex, HTML, CSS, JavaScript, HubL, SQL**
* **Tools:** **Salesforce: (Sales Cloud, Marketing Cloud, Service Cloud, Community Cloud), Tableau, Salesforce Einstein Analytics, Pardot, Marketo,** **DemandTools, Formstack, FormAssembly,** **RingLead,** **Conga,** **Hubspot, SalesLoft, WhatCounts, Microsoft Office Suite** –Excel, Teams, Sharepoint, Word, Access, PowerPoint, Outlook, Visio; **Jira, Slack, Chatter, Axure RP, MySQL, Oracle**

## Education and Certifications

* Master of Science, Software Engineering (Graduate Honors) Regis University, Denver, CO
* Salesforce Certified Administrator (Aug ’18)
* Salesforce Certified Advanced Administrator (Dec ’18)

Professional Experience

**CLIMATE REALITY PROJECT Washington, D.C.**

**Salesforce Business Analyst** **Feb ’19- Nov ‘20**

* Collaborate with business leadership and stakeholders to identify business process improvements and gather/translate business requirements to architect solutions that best leverage the Salesforce platform / third party applications
* Management of SFDC/SDLC roadmap for project management, sprint planning, release management, testing, and implementation using tools such as JIRA for tracking
* Development of documentation and acquired sign-off for project specification document, prototypes, use case and workflow diagrams using tools such as Visio and Axure RP for the technical and business teams’ system understanding
* Conducted UAT sessions for the business users and gathered feedback for further updates on the prototype and documentation
* Facilitated product rollout and training for users

**Marketo**

* Management of Marketo marketing automation platform and working directly with marketing and sales teams to best leverage the platform to meet KPIs and goals
* Utilizing data from Salesforce and Marketo and building automation to route leads to the correct account managers and segmentation purposes
* Creating a Lead Liftecycle revenue model within Salesforce
* Handling configurations, email deliverability, data syncing/cleanliness, training for new users, lead scoring, and data insights

**Salesforce Administrator**

* Develop, test, document, and maintain solutions, integrations, and data migration elements of a Salesforce implementation using declarative or programmatic development such as triggers, workflows, Flows, validation, approvals, Apex classes, Visualforce pages, and Lightning components
* Implemented SFDC integration using REST/SOAP web services APIs
* Handle database administrator functions in Salesforce instance including maintenance of user accounts, profiles, roles, security and data access, declarative automation, sharing rules, de-duping of records, and permissions
* Leveraged and implemented Salesforce Community Cloud for 2 separate Community portals: International Branch Community portal (across countries such as China, India, Brazil, Canada, Phillipines, etc.) and Chapters Portal (U.S. based college chapters), acted as main point of contact and SME for community portal supervision

**Data Analysis**

* Skilled in data analysis using Einstein Analytics and Tableau for revenue and prospect forecasting
* Designed and implemented reports and dashboards for homepages to monitor daily activities, key metrics and process pipelines
* Utilization of Microsoft Excel including but not limited to formulas, VLOOKUP, Pivot tables, and macros

**THE SEMINAR NETWORK**  **Arlington, VA**

**Database Administrator Oct ’17- Feb ‘19**

**Salesforce Administrator**

* Design and customization of Enterprise-level Salesforce implementation/Lightning transition for over 110 users
* Help desk management for user assistance, troubleshooting, and reconfigurations
* Provide solutions by the use of flows, process builder, AppExchange apps, VisualForce, and Apex coding/testing
* Proficient in building and scheduling reports/dashboards for business usage
* Give trainings as part of onboarding process and produced training & process documentation
* Maintenance of data integrity from de-duping records and data cleansing of inaccurate data
* Supervised strict data access and security for users

**Product Owner/Marketing Data Analysis**

* End-to-end implementation manager and Product owner/Subject Matter Expert for email marketing software Hubspot, and SalesLoft as well as management of WhatCounts platform
* Creation of marketing lists and lead generation/conversion analysis using SQL queries and the use of data visualization software such as Einstein Analytics, Tableau for detailed reports and presentations
* Utilization of HTML/CSS code for formatting and designing marketing email templates
* Business intelligence and data analytics of email sends open, reply, & click rates and KPI & ROI measurements

**CENTENNIAL ADVISOR GROUP**  **Denver, CO (Remote)**

**Support Specialist Oct’16 – Oct ‘17**

* Maintenance of the company’s database using Microsoft Dynamics CRM and creation of new accounts/cases
* Responsible for all insurance enrollments, research, and quotes tasks