##### Mousumi Sinha

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Location: Hyderabad

Career Objective

To pursue a challenging career which promotes critical thinking and continuous growth to implement solutions with an agile mind utilizing the problem-solving techniques and being a responsible team player.

Professional Summary

* 2.5 years of experience in analysis, design, **admininstration** of various **Salesforce applications**
* Worked on the object creation, Field creation, Record Types, Relationships, Validation rules, Workflows and Approval process.
* Having good experience in working with process builder.
* Proficiency in Administrative tasks like creating Users,Roles, Profiles, Users and Email Templates.
* Designing of an Application and Creating Objects with respective to the Application.
* Set up business process for Reassignment of leads, cases, opportunities based on change in owners Implementing Account and Contact Hierarchy.
* Designing of Page layouts and applying securities at Page layouts.
* Strong work experience on Workflows and Approvals, assignment rules formation on Business requirement Objects.
* Implemented security and sharing rules at object, field, and record level for different users at different levels of organization. Also created various profiles and configured the permissions based on the organizational hierarchy.
* Experienced in Data Loads for SFDC Standard objects, Custom objects. Used different data tools like Apex Data Loader, Import Wizard, SFDC Data Export, Mass Delete etc.
* Experience in SFDC best practices, and good understanding of CRM Business Process like Forecasting, Campaign Management, Lead Management, Order Management, Account Management and Case Management.
* Working experience on the designing of Reports and Dashboards, custom reports, various other components
* Having  Knowledge on LIGHTNING FRAMEWORK.
* Ability to work in a team and individually with adaptability to any environment.
* 3 years of experience in **CISCO as Business Analyst** in handling multiple activities like reporting, strategic planning including governing the project and closure of projects & analytical approach to different processes in agile environment.
* Client Interaction SPOC for Large engagement with multi vendor management.
* Was awarded for excelling in soft skills and business communication.
* Extensive working experience in IAM, Financing, Resource handling and data analysis.
* Member of Hyderabad Technology Council at Tech Mahindra.

Experience History

* Worked as Salesforce Administrator in **Kudzu Infotech Pvt Ltd ,Bangalore** from June’16 to Dec’18.
* Worked as a Reporting Strategist and Resource Handling for **CISCO** in **Tech Mahindra, Hyderabad** from May'11 to till April’14.
* Worked as System Engineer for **AT&T** in **IBM,Bangalore** from Oct’10 to April’11

Academic Qualification

* Received ***Bachelor’s degree*** in **Information Technology** from ***Mody Institute of Technology & Science in 2010***

Technical Profile

* Operating Systems : Windows-XP/Wondows10
* Languages : Apex, Visual Force
* Web Technologies : HTML, CSS.
* Tools : Apex Data Loader,BMC Remedy
* Domain : Agile Methodology, SDLC
* Enterprise Automation : JIRA, Confluence
* Sales force : Salesforce.com (Sales & Service Cloud applications).

Project Details:

**PROJECT #1**

**Title      :** Madison Parks(MP)

**Client     :** Madison Parks

**Role :** Salesforce Administrator

**Description:** MP needs a custom Force.com platform-based application,which shows their business  users order and inventory details for their customers.

**Responsibilities:**

* Analyzing the technical requirements.
* Worked on different Standard and Custom objects and record types.
* Designing the Security model, Data model as per requirement.
* Creating custom buttons on standard tabs and defining their functionality.
* Customized different page layouts and assigned them for different profile users
* Writing workflow rules to send automated email using templates.
* Automating workflows & Approval Process using SFDC Administration.
* Maintain and enhance and create workflows and validation rules.
* Provides reports, dashboards, contact lists, and other details as requested by all the departments.

**Project#2**

**Title :** Natural Gas

**Client** : Biourja Trading LLC

**Role**: Salesforce Admin

**Description:** Natural Gas is a naturally occurring hydrocarbon gas mixture consisting primarily of methane, but commonly including varying amounts of other higher alkenes and sometimes a small percentage of carbon dioxide, nitrogen, hydrogen sulfide, or helium. This application allows easily monitor and manages Trading process for Traders. The aim of this product is to provide services to counterparty’s, send an Email alert to their counterparty’s regarding contracts. The application also builds reports and dashboards for monitoring all the trades. The Brokerage and actual volume per day calculations are created automatically of many situations (by clicking custom button, using workflow on Renewal dates and using trigger on create of a record for adjustments).

**Responsibilities:**

* Involved in Business Analysis and Requirements collection.
* Worked on various salesforce.com standard objects like Cases, Solutions, Reports and Dashboards.
* Designed the Custom objects, Custom tabs, validation rules, Workflow Rules, Auto-Response Rules, Page layouts, Components, Visual Force Pages to suit to the needs of the application.
* Involved in data mapping and migration of data from legacy systems to SalesForce.com Objects and fields.
* Customized page layouts for Opportunity, Contacts, and Accounts depending upon user roles, and groups.

**Project#3**

**Title** : JWW (Journey World Wide)

**Client** : Fineness direct, Bangalore

**Role** : Salesforce Admin

**Description:** It was a fresh implementation of a CRM system. Goal of building this system was to create a comprehensive support tool that is scalable, easy to use and helps to achieve measurable improvements in the support model. The tool is configured for the support model, where instead of a manual account, the tool will be configured to support multiple applications and multiple accounts. This will help to leverage the support resources and build better competency and expertise.

**Responsibilities:**

* Salesforce administrations.
* Created custom reports and dashboards
* Developed workflows.
* Development of various object and field as per business requirement.
* Created Data Validation rules and Formulas as per business requirement
* Managed Custom settings, Custom Labels, Page Layouts.
* Involved in creating Users, Roles, Profiles and Security Settings based on role hierarchy.
* Used Data loader for data clean up, worked on whole data migration end to end. Analysis of raw data, de-duplication and importing data successfully to Salesforce.
* Created Workflow Rules to automate Tasks, Email Alerts, Field Updates, time-dependent actions

**Project#4**

**Title** : Compare Broadband

**Client :** Compare Broadband, Australia

**Role** : Salesforce Admin

**Description:** Compare Broadband provides consumers with an impartial, comprehensive and free Broadband Internet and Energy Product plans comparison. Independent to Service Providers, a wholly owned Australian company with over 800 plans listed on website. Put simply, Compare Broadband is there to help Australian internet users find the specific service to best suit their individual needs along with Energy Product plans.

**Responsibilities:**

* Created Page layouts, Search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages.
* Implemented Custom tabs, Objects, pick lists, dependent pick lists, lookups, master detail relationships, validation rules, workflow rules, triggers to the custom objects
* Configured standard salesforce objects and custom objects as per business needs implementing validation rules
* Created reports using the report types for Standard and custom objects and associated them to Dashboard
* Implemented Salesforce security models using Profiles and Permission sets
* Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into salesforce.com
* Handled the critical and difficult change requests and bugs

**Business Analyst/ Client Interaction SPOC for CISCO in Tech Mahindra**

* Understood and articulated the business processes in their current state, in order to achieve a smooth transition to the future state.
* Created functional specification and business stakeholder requirement documents to capture business outcomes. Ensured that all the team members involved had a clear view of the common goal.
* Liaised between the business, developers, testers and operations team to seamlessly integrate the solution best suited to the requirements.
* Organized and facilitated Agile and Scrum meetings, which included daily stand-ups, sprint planning, sprint review, product showcase and retrospectives.
* Reported progress to all stakeholders through Sprint burn-down charts and velocity target updates.
* Discussed and formalized product roadmap based on vision and strategy, prioritized the work items to maintain optimum balance within the team.
* Involved in training of end users and documenting training manuals.
* Proven ability to quickly learn new business domains and technical applications.
* Competent communication skills, both written and verbal, including ability to understand the point of view of multiple stakeholders involved in a project.

Personal VITA:

Date of Birth -21-06-1987

Nationality -Indian

Marital Status -Married

Language -English,Hindi,Bengali

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Place: Hyderabad Date:10th-Feb-2021