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| **Mamatha Gada**  **E-mail:** [**mamatha1987.g@gmail.com**](mailto:mamatha1987.g@gmail.com)  **Phone: +1 (732) 836 8465** |  |

SUMMARY

* 9+ years of experience in IT field and as a Salesforce Business Analyst and Administrator in Healthcare, Insurance, Copyrights and Licensing based industries.
* Experienced in co-ordination and implementation of projects in the areas of web-based applications and backend technologies.
* Extensive experience in Software Development Life Cycle (SDLC) from inception to transitioning with different methodologies such as Waterfall and Agile and Test-driven development.
* Documented various documents including the Business Requirements Document (BRD), Use Case Specifications, Functional Specifications Documents (FSD), Requirement Traceability Matrix (RTM), Use cases, Application Programming Interfaces (API’s) and Mockups/Wireframes.
* Experience in conducting GAP analysis and generated AS-IS and To-Be models of the system.
* Administrator for different salesforce.com CRM application for sales cloud and service cloud.
* Has working experience in configuring salesforce built in features like apps, custom objects, page layouts, record types, validation rules, approval process, process builder, custom setting, custom metadata types, assignment rules, email templates, flows, report types.
* Worked on salesforce user creation, profiles, permission sets, roles, sharing settings.
* Worked on building reports and dashboards based on the business needs.
* Has working knowledge of triggers, apex classes, visual force pages, lightning components, lightning web components.
* Has experience in salesforce soap and rest integrations and testing the API endpoints for external systems which are connected with salesforce.
* Has working knowledge on code deployments between the salesforce orgs and automated processes for different salesforce implementations.
* Expertise in Database Modeling, Data Mapping, ETL, Data Quality Management, Data analysis, Data Profiling, Requirement Analysis, Business Modeling, Data Migration, Dimensional Modeling, SQL and reporting process.
* Designed UML Models and Wireframes including Use case Model, Business Process Model Notation (BPMN) diagrams, Activity diagram, Sequence diagram and threat modelling and used modeling tools Balsamiq and MS Visio.
* Provided the business requirements to the UX team for creating user personas in prototyping for better user experience.
* Managed multiple complex projects by mitigating risks, negotiating scope, prioritizing objectives and proposing multiple solutions in Agile environment.
* Assisted QA team in developing Test Scripts, Test Cases and Test Plans for the User Acceptance testing (UAT).
* Used variety of information gathering techniques (e.g., interviews, facilitated sessions) to determine business requirements and technology needs to fulfill the GAP.
* A self-motivated professional, with good communication and listening skills and proficient in converting business needs or use requirements into functional requirements.

**TECHNICAL SKILLS**

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| **Tools** | Force.com, TOAD, SQL Server, Workbench, Eclipse, Data Loader, Provar, AutoRabit, ANT |
| **Salesforce Expertise** | Objects, Fields, Record Types, Validation Rules, Page Layouts, Triggers, Reports, OWD, Roles, Sharing Settings, Reports, Workflows, Communities, Lightning components, Visualforce, SOQL, Apex |
| **Bug Tracking Tools** | HP ALM, Jira, BugZilla |
| **Utility Tools** | Lucid chart, MS Word, MS Excel, MS PowerPoint, MS Project, Tableau, MS Visio, Balsamiq, Axure RP, SOAP API, REST API, SOAP UI, XML |
| **Operating Systems** | Windows, Mac OS X |
| **ETL Tools** | Dell Boomi, Informatica |
| **Databases** | MS SQL Server |
| **Methodologies** | Agile-Scrum, Waterfall |
| **Release Management Tools** | ANT, Autorabit, GIT, JIRA |

**PROFESSIONAL EXPERIENCE**

**ASCAP**

Salesforce Business Analyst / Admin; New York, NY; February 2018 – Current

* Participated in scrum meetings with product owner, developers and other team members on day-to-day basis, retrospective meetings, backlog grooming sessions, sprint planning sessions.
* Assisted product owner in developing tactical and strategic product, services and/or programs to support the business unit’s goals.
* Prepared test data from user stories, user story grooming sessions, write and execute Use cases in JIRA.
* Ensured that all tests are conducted and documented according the standards agreed upon by the business unit, and IT for meeting acceptance criteria for every end.
* Prepared the UAT plan and captured input from users, Version Release Management and provide consolidated change requirements.
* Administrator for different salesforce.com CRM application for sales cloud and service cloud and also automated processes for different salesforce implementations.
* Experienced in community cloud and have supported the team in building community portal for the new licensing system.
* Worked on configuring salesforce built in features like custom objects, page layouts, record types, validation rules, approval process, process builder, profiles, permission sets, custom setting, custom metadata types, assignment rules, email templates, flows.
* Based on business needs developed reports and dashboards. Designed and created data visualization in Tableau as per the business requirements.
* Developed triggers, apex classes, visual force pages, lightning components, lightning web components
* Involved in implementing service cloud in the company and experienced in setting up CTI Integration, Telephony, Call Center, Case management, Email to cases, Web to cases, Omni-Channel and Knowledge Management.
* Tested Rest and Soap API integrations between source and target systems.
* Performed code deployments between the salesforce orgs using CICD tools.
* Performed legacy data clean up to remove duplicates and migrate to the new systems.
* Worked on ETL tools like Dell Boomi to move data between company’s licensing systems.
* Performed data mapping to move data from SQL database to Salesforce and to move transaction data from Microsoft great plains to Salesforce.
* Created and updated screen mockups and wireframes based on the business needs.
* Verified the billing statements are created properly at the month end. Updated the existing payment process with the bank for easy registration of new customers.
* Provided data for the cash flow to the Hadoop system to display reports for the management team.
* Assisted the scrum teams during the standup’s, sprint ceremonies and for quarterly planning.
* Assisted in moving historical system data to snowflake data warehouse and experienced in working with salesforce sites and communities.

**TUFTS HEALTH PLAN**

Business Systems Analyst; Boston, MA; June 2016 – January 2018

* Worked on migration Project “CHRM” which involved migration of entire enrollment and claims systems and applications along with backend databases from SQL Server 2008R2 to Salesforce.
* Prepared Gap Analysis to repost outlining the deficiencies in source system extracts and requirements for the Operational Data Store (ODS).
* Prepared BRD and then converted these requirements into Functional Requirement Specification.
* Created the As-is and To-be data flow diagrams for different phase of the project.
* Worked on configuring salesforce built in features like custom objects, page layouts, record types, validation rules, approval process, process builder, profiles, permission sets, custom setting, custom metadata types, assignment rules, email templates, flows.
* Based on business needs developed reports and dashboards. Designed and created data visualization in Tableau as per the business requirements.
* Automated processes for different salesforce implementations and developed triggers, apex classes, visual force pages, lightning components, lightning web components
* Tested Rest and Soap API integrations between source and target systems.
* Performed code deployments between the salesforce orgs using CICD tools.
* Identified connectivity of source systems, related tables and fields to ensure data suitably for mapping.
* Performed the role of facilitator to conduct JAD session for requirement gathering.
* Have extensive knowledge of ETL process used by the Data Stage System designers used for extracting, transforming, and loading the data in the data warehouse/Data marts.
* Closely interacted with designers and software developers to understand application functionality, navigational flow and how data is passed.
* Performed System and Integration Testing along with testers. Conducted UAT with the business.
* Assured all artifacts/signoffs followed corporate policies and guidelines and archived.
* Used SQL, Data Warehousing and Data Cleansing for the arrangement of customer data and used SQL to query claims and enrollment SQL databases.
* Worked extensively on documenting database queries, database workflows and application workflow process.
* Used JIRA for ticketing the change requests into production and bug tracking.
* Provided user test cases and collated and track defects.
* Involved in the UAT process to check the reliability and acceptability for end users against the original requirements.
* Worked with EDI team as a part of enrollment and claims migration project which includes migrating EDI 837’s, EDI 835’s and EDI 5010 transactions from Microsoft Biztalk to Tibco.
* Involved in defining testing strategies and reviewed the documentation of test cases in browser-based applications from Selenium automation testing environment.

**HOMESITE INSURANCE**

Business Analyst; Boston, MA; March 2015 – May 2016

* Facilitated Joint Requirement Planning (JRP) sessions with SME’s in understanding the Requirements pertaining to Loan Origination to Loan Processing.
* Utilized Commercial Lending banking application and was responsible for the design and process flow of the system.
* Responsible for defining and designing commercial lending loan approval process which resulted in data collection and analysis compliance.
* Extracted the Business Requirements from the end users keeping in mind their need for the application and prepared Business Requirement Documents (BRD) using Rational RequisitePro.
* Reviewed Design Documents, Requirements Analysis Specifications with Project Lead, Business Owners, and the Technical Lead.
* Involved in creating automated Test Scripts representing various Transactions, Documenting the Load Testing Process and Methodology. Created meaningful reports for analysis and integrated the Performance Testing in the SDLC.
* Facilitated JAD sessions with management, development team, users and other stakeholders to refine functional requirements.
* Implemented and managed the formal SDLC implementation using the RUP/Agile Methodologies (depending on the client and project).
* Developed and managed Project Plans and Schedules. Managed resolution of Project issues and conflicts.
* Extensively used tools such as Rational Rose, Rational Requisite Pro, UML, MS Visio, MS Project, MS Office, MS Access.
* Various versions of the documents generated during the project were maintained and managed using Rational ClearCase and performed defect tracking using Rational ClearQuest.

**PA CONSULTING GROUP**

Research Associate; Bengaluru, India; June 2013 – September 2014

* Responsible for providing the clients with standardized research reports such as company profiles, executive bios, data list building, market assessment reports, client marketing plans, executive insights, developing and managing of relationship building events and research of competitors.
* Gathered and analyzed the requirements of clients through existing business units and business processes and their interfaces through open-ended discussions.
* Researched on various relationship building events, develop an understanding on the company participation for events and generate a targeted mailing list.
* Studied different market trends including sales of products and services and help the clients understand the needs of customer.
* Conducted research on various regulations and understanding of analytics, managing the content and preparing the presentation decks for company.
* Involved in conducting the in-depth assessment of the service and solution provider’s capabilities, as well as mapping them against the selection criteria.
* Worked on SWOT analysis of markets or sales performances and gather valid and reliable research data based on the changing trends and consumer requirement.
* Used Advanced Excel and Microsoft tools to enter data into project database and provided updates on weekly basis.
* Reviewed and verified large amount of data before combining the data in database to enhance research quality and accuracy.

**DATAMONITOR**

Research Analyst; Hyderabad, India; June 2011 – May 2013

* Worked on company profile reports from various industries including healthcare, Pharmaceuticals, oil and gas and technology-based companies.
* Responsible for writing company profiles and ad hoc requests, creating and updating company profiles at a capsule level and standard level, utilizing internal & external public domain research sources such as government & regulatory documents including SEC (10k, ARS, DEF14, 8K and others), SEDAR and other stock exchanges worldwide, industry journals, analyst reports as well as information databases such as Hoovers, Factiva, One Source, Bloomberg and various others.
* Writing company profiles using secondary research techniques based on analysis of the company’s business model, revenue, products, competitors, comparable companies within the same industry.
* Analysis of financials, employees, funding data, M&A, Bankruptcy filings, SEC filings, etc.
* Initiating coverage for new companies by creating company profiles, ad hoc requests from clients, industry classification, exact listing, geography tagging based on the underlying business model.
* Extensive use of Microsoft Office and company tools to compile data and write the research reports and provide the best reports to clients and be answerable to higher management.

**CERTIFICATIONS:**

* Salesforce Certified Administrator: 21510248
* Salesforce Certified Sales Cloud Consultant: 21523609
* Salesforce Certified Service Cloud Consultant: 21542421

**EDUCATION:**

Post-Graduation Diploma in Management (PGDM) May’ 2011

All India Management Association, New Delhi