Kavya Kasturi

Dublin, CA; 858-335-0356; kasturi.kavya@gmail.com

https://www.linkedin.com/in/kavyakasturi/

**Summary** 

Business System Analyst with over 9 years of experience in supporting large-scale enterprise applications. Demonstrated experience of working in CRM – Sales, Service, Retail, Supply Chain and logistics domain. In-depth knowledge of all aspects of software development – Business process Analysis, Requirements gathering, System/Data Design.

* Stakeholder Management. Drive business process analysis, requirements gathering, collaborating with Product owner/ stakeholders for creating user stories for Product backlog.
* Collaborate with cross-functional teams to enable End to End Solution.  Enabling the user adoption through Demos, training and support to use the developed Solutions.
* Expertise in all aspects of SDLC – Requirement Management, Functional design – User stories, Acceptance criteria, Change Management, Quality Assurance, Defect Management, Sprint planning and execution.
* **Salesforce Certified (3X)**
  + Sales Cloud Consultant
  + Platform App Builder
  + Administrator

* **Salesforce Superbadges:** Specialist in **Business Administration, App Customization, Process Automation**, **Security, Lightning Reports and Dashboards, Lightning experience and Service Cloud**.
* Salesforce Data Management, User Management, Reporting – Salesforce Reports and Dashboards. Create/Manage custom objects, custom fields, relationships. Validations and Formulas, Sales Processes, Automation – Workflow rules, Email Alerts, Process Builder, Flow**.** Maintain Security/user access via user profiles, permissions and sharing rules.
* Apex development experience - Apex classes, methods, collections, triggers. Data Loader, Workbench (SOQL) and Visualforce page. Experience working with Lightning and Classic instances. Troubleshooting operational issues (Debug Log), Supporting Custom development, Deployment
* Analytical tools for Data Analysis - SQL, Excel. Reporting - Adhoc querying/ reporting (SQL).
* Experience working with project management tools. Experience working with Waterfall & Agile delivery models. **Certified SAFe agile** practitioner



**Professional Experience**

**PG&E - Cognizant Contractor, San Ramon, CA June 2019–Present**

Salesforce Application Support – Operational Support for multiple lines of businesses at PG&E

**IT Business Analyst - Salesforce**

* Requirements gathering - drive requirement elicitation with business users. Documentation of functional requirements & Process Modeling
* Working with Product Owners in building product backlog - user stories; acceptance criteria
* Assist in solution design and collaborating with developers on implementing the suggested solutions
* Project Management – Scrum Master Experience - Plan & prioritize change requests with business for Sprint releases. Conduction Scrum ceremonies – Daily Scrum, Review/Demos, Iteration Planning & Retros
* Experience with Salesforce Communities and third party app integrations - Conga, Onespan sign
* Functional testing, identifying defects, collaborating with QA team and recommend improvements in process where applicable.
* End User Support - Assist with end user testing. Support user adoption through customized training material and presenting demos/training to business users. Seamless stakeholder engagement by communicating regularly with the user base regarding new features and enhancements.
* Operational Support - Handling production issues by troubleshooting operational failures and working with the technical team in identifying root cause and effectively resolving issues.
* Experience in handling multiple salesforce orgs simultaneously and Hands on Salesforce Configuration support as backup admin/ developer

**Mom Relaunch**, San Francisco Bay Area, CA Jan 2018–May 2019

Salesforce Consulting – Configure Sales Cloud per business needs - Campaign Management, Lead Nurturing, Lead conversion, Customer on Boarding, Opportunity Management, Candidate on Boarding, Learning Management system

***Salesforce Administrator-Consultant***

*Design and support the implementation of Salesforce Cloud Product TargetRecruit for small businesses.*

* Requirement Analysis, documentation and Process Modeling
* Handle SFDC configuration tasks like creating custom objects, fields, creating custom relationships, creating Profiles, Workflow Rules/Process Builder, Validation rules, Permission Sets, Roles, Users, Record Types, Email Services, Reports, Dashboards, Tasks and Actions.
* Collaborating with Salesforce developers on implementing the suggested solutions, functional testing, identifying defects and taking it to completion successfully.
* End user support

**DHL Global Forwarding** Phoenix, AZ Mar 2011 – Aug 2012

Application Support of DHL’s Freight Management System - Accounting application.

***Business System Analyst***

*Enterprise application development and maintenance. Responsible for change management, Adhoc reporting and release.*

* As a team lead ensured that business processes, policies, and procedures are supported by proposed system solutions.
* Collaborate with developers to resolve complex system issues. Assess upstream and downstream impacts of system changes and communicate with other departments/team to ensure an integrated solution.
* Create functional and system requirements for medium scale changes, potentially including proposed screen layouts, validation requirements and error messages.
* I was also recognized with the Most Valuable Player - Analyst Award by the delivery unit in 2012

**APL Logistics - Infosys Limited**  Jun 2010 – Mar 2011

Application Support of APL’s billing, revenue and receivables system.

***Business System Analyst***

*Enterprise application development and maintenance. Responsible for change management, release and operational support.*

* Played a module lead role in gathering the business requirements and analyzing convertin
* Process documentation (AS-IS/TO-BE), through gap analysis work with technical team
* Captured As-Is Process, designed TO-BE Process and performed Gap Analysis and documented the current state and future state, after understanding the Vision from the Business Group and the Technology Group
* Change & release management
* Operational Support for production failures.

***System Engineer (Production Support)***

*On Call Support, Scheduling Jobs, Performance tuning of Applications and Adhoc Reporting*

* Operational Support - Handling production failure, troubleshooting, root cause analysis and solutions.

**JCPenney - Infosys Limited**  Nov 2006 – Jun 2010

Purchase Order Management is the process of creating, maintaining and managing Purchase Orders issued by a buyer to one or more sellers.

***Systems Engineer***

*Enterprise application development and maintenance. Responsible for Implementation of requirements.*

**Education**

**Bachelor’s in Electrical & Electronics Engineering, Osmania University,** Hyderabad, INDIA **2002-2006**