**Syfullah Arife**

Salesforce Business Analyst/ Consultant

***Professional Summary***

* 10+ years of experience in IT industry including 4+ years of experience in Salesforce CRM Platform.
* Experience in realizing the business requirements to design on salesforce.com platform by designing the required entities.
* Proficient in performing detailed analysis of business and gathering technical requirements.
* Participated in all stages of Software Development Life Cycle i.e., System Analysis, Design, Development, Testing and Deployment.
* Proven success designing, implementing and integrating cost-effective, high-performance solutions to meet challenging business needs.

***Application Experience***

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| * Salesforce Sales Cloud
* Salesforce Service Cloud
* Salesforce CPQ (Steel Brick)
* Salesforce Field Service Lightning
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***Highlights***

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| * Expertise Implementation of Salesforce Sales Cloud
* Expertise Implementation of Salesforce Service Cloud
* Expertise Implementation of Salesforce CPQ (SteelBrick)
* Expertise Implementation of Salesforce Field Service Lightning

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***Certifications***

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| * Salesforce Certified CPQ Specialist (SteelBrick)
* Scrum.org Certified Professional Scrum Master I (PSM I)
* Salesforce Certified Sales Cloud Consultant
* Salesforce Certified Service Cloud Consultant
* Salesforce Certified Administrator
* Salesforce Certified App Builder
* Salesforce Certified Advanced Administrator
* Salesforce Certified Platform Developer I
* Certified Mover CPQ Reference Data Deployment Specialist
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**Work EXPERIENCE**

Facility: Barracuda Network, USA Jan 2020-March 2020

Position/Title: CPQ Support Specialist

Primary Responsibilities:

Resolve CPQ related issues, Convert Attachment to File, Requirement Analysis, and Documentation, Configuration, Development and Deployment.

Facility: NTT DATA Services, USA April 2019-Jan 2020

Position/Title: Business System Analysis Specialist

Primary Responsibilities:

Working as Salesforce Consultant at Clients Project

Project: Metlife PII and PHI Data Compliance Project

Location: USA

Primary Responsibilities:

* Analysis: Finding scope of PII and PHI Compliance Data for Encryption, Analysis Data Encryption impact and remediation.
* Org Audit, Documenting, Configuration Salesforce Shield for Data Encryption AES 256, Deployment, Prepare Validation Report.
* Installation Own Backup for Data and Meta Data Backup and Archive.

Project: Honneywell CPQ Enhancement Project

Location: USA

Primary Responsibilities:

* Requirement Analysis, Documenting, Design, Develop and deploy.
* Implement CPQ Advanced Approval for multi-level approval process with dynamic routing.

Facility: Spectrum May 2018-March 2019

Position/Title: Salesforce Consultant

Location: USA

Primary Responsibilities:

* Work with users to understand the business process and requirements, involved in requirement gathering, following the requirement life cycle, analysis, documentation, design and implementation.
* Implementation Salesforce Service Cloud.
* End to end implementation experience of Salesforce CPQ. From discovery to requirement gathering, requirement analysis, design, configuration,  testing. training and deployment. In CPQ implementation I configured CPQ using Product Rule, Price Rule, Summary Variable, Product Bundle, Option Constraints, MDQ (Multi Dimensional Quote), Configuration Attribute, Quote Documentation Using Custom Template, Quote content, Section, Quote Terms with condition etc.
* End to end implementation experience of Salesforce FSL. From discovery to requirement gathering, requirement analysis, design, configuration, testing, training and deployment. In FSL implementation I configured Service Territory, Territory Hour, Service Resources, Contractors, Work Type, Skills, Wrok Rule, Service Objectives, Relevance Group and Assigned License and permission set and some Automation.
* Implementation Customer Community Plus.
* Implementation Partner Community.
* Create/Update Users, Profiles, Permission Sets and Products.
* Configure Salesforce Knowledge.
* Participate in testing and deployment.

Facility: Jay Jewelers July 2016-April 2018

Position/Title: Salesforce Administrator

Location: USA

Primary Responsibilities:

* Implement end to end Salesforce Sales Cloud.
* Daily administration, troubleshooting and technical support for the Salesforce org.
* Work with users to understand the business process and requirements, involved in requirement gathering, following the requirement life cycle, analysis, documentation, design and implementation.
* Maintenance of users, profiles / permission sets, and roles
* Perform administration of the Salesforce instance, manage fields/relationships, workflow rules, approval processes, page layouts, security, validation rules, email notifications, custom buttons/links
* Manage ongoing support requests and administrative needs of users.
* Develop reports, dashboards, and processes to continuously monitor data quality and integrity
* Prep data and import / export using data loader or other tools
* Perform Setup Audit Trail monitoring as needed
* Management of various AppExchange products
* Develop customized solutions within the Salesforce platform to support critical business functions and meet project objectives and company goals, using APEX classes, triggers and services, reports, dashboards, and workflows.
* Prepare project documentation including technical specifications and unit test scripts.
* Create Change Sets and deploy from the development environment to the production environment.
* Participate in providing relevant adoption and technical recommendations on solutions and enhancements customized business needs.
* Work with management to identify new and creative opportunities to leverage the data to support additional business processes or functions.
* Communicate with other stakeholders to design cohesive project strategies and ensure effective collaboration throughout all phases of development, testing and deployment
* Collaborate with various internal departments, to ensure Salesforce environment supports internal needs relating to functionality and performance
* Train new and existing users on system functionality

Facility: TD Bank Aug 2015-June 2016

Position/Title: Salesforce Administrator and Business Analyst

Location: USA

Primary Responsibilities:

* Daily administration, troubleshooting and technical support for the Salesforce org
* Maintenance of users, profiles / permission sets, and roles
* Work with users to understand the business process and requirements, involved in requirement gathering, following the requirement life cycle, analysis, documentation, design and implementation.
* Partner with leadership to recommend and deploy solutions to business needs, based upon on-going research into new system features and functionality
* Work with end users to resolve issues, log and work cases within the platform, and provide help desk support
* Effectively manage projects including project timelines, resource allocation, communication, risk identification and management, and other issues
* Maintain end-user guides, release notes and all support documentation, including tracking bugs, enhancements and features.

Facility: Mortgage World Bank Sep 2013-July 2015

Position/Title: Website Manager

Primary Responsibilities:

* Develop and manage website architecture designed to communicate positioning and value proposition and both interest and engage website visitors
* Monitor website traffic trends, and prepare reports and analysis on website statistics, trends, and usability utilizing web monitoring tools
* Develop and implement a QA plan for content, functionality, and design
* Define SEO success metrics, implement SEO strategies and tactics, develop and manage high-quality reporting, and communicate performance that show progress toward KPIs involving user data.
* Determining, recommending and implementing site and process improvements
* Project management of ongoing web projects including 3rd party vendor management
* Work closely with external hosting providers to ensure contractual uptime commitments are met and consider alternative and improved solutions as needed.

Facility: Opex Distributions Ltd. Dec 2010-August 2013

Position/Title: Project Manager

Primary Responsibilities:

* Gathering Business requirement.
* Layout Design pages and forms.
* Administration design.
* Relational Database design.
* Distribute work to multiple developers.
* Monitor work progress.
* Web server manages and maintenance.

Facility: Super Tel Ltd. April 2008-Nov 2010

Position/Title: Remote Administrator

Primary Responsibilities:

* Administer and Maintain users.
* Backup CDR (call detail records).
* Resolve disputes.
* Call Routing.
* Monitoring call quality.
* Prepare bill.

Facility: Opex Telecom Ltd. May 2003-March 2008

Position/Title: General Manager

Primary Responsibilities:

* Manage day to day business operation.
* Proposal preparation, negotiation and signed contract with Telecom Operator.
* Supply management.
* Order management.
* Data management.

**EDUCATION:**

Masters Degree, National University Bangladesh

Bachelor Degree, University of Dhaka