

Rashik Gupta

Sr. Salesforce Business Analyst



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Experienced and results-driven Business Analyst with 8 years in enterprise software. Proficient in translating business strategies into effective implementation designs. Seeking a challenging position to utilize expertise in Salesforce Industries, deliver exceptional digital customer service, and drive business process improvements. Committed to contributing to organizational growth and personal development.

Industry knowledge spans Financial, Field Service, Walk-in Service, Real Estate, Hospitality, and Manufacturing.

Experience

Sr. Salesforce Business Analyst at 360 Degree Cloud Technologies Pvt. Ltd

April 2022 - Till now

- **Collaborate** closely with customers, industry experts, product managers, and engineers to gain an in-depth understanding of business processes and meticulously prepare detailed requirements and design **documentation**.
- Enlighten customers about the **capabilities of the product** and proficiently identify process gaps to offer optimal solutions.
- Cultivate **Agile** leadership skills, leading daily stand-ups, story-pointing, sprint planning, and retrospectives. Create and manage user stories and business requirements, fostering clear **communication** between stakeholders and the development team.
- Cultivate strong client **relationships** by establishing trust, rapport, and positive working relationships with internal and external stakeholders.
- Facilitate User Acceptance Testing (UAT) and **Go-Live** processes, meticulously planning and executing test scenarios, while providing comprehensive reporting.
- Take ownership of **handling process** and product-related inquiries, promptly escalating issues when necessary to ensure **timely resolution**.
- Share **knowledge**, skills, and judgment to make informed decisions and effectively resolve issues.
- Maintain a **target billable** utilization in alignment with the role's objectives, efficiently managing time and resources.

Sr. Salesforce Business Analyst at BrickRed Systems

Dec 2021 - April 2022

- Lead and supervise a team of developers, ensuring seamless management of Business-As-Usual (BAU) tasks and successful implementation of new projects.
- Gather requirements, meticulously plan sprints, and conduct informative show-and-tell sessions to ensure efficient implementation of Functional and Technical Requirement Specifications.
- Innovatively propose Proof of Concepts (POCs) for specific requirements, exploring potential solutions to assess their feasibility and effectiveness.
- Regularly provide Weekly Status Reports, offering updates on development activities and project milestones.
- Utilize experience in Deployment using Change Sets and Click-Deploy methodologies to facilitate smooth project releases.

Salesforce Business Analyst at Girikon Solutions Pvt. Ltd

Sep 2019 – Dec 2021

- Analyze user and business requirements, provide accurate effort estimation, and implement Salesforce custom objects, junction objects, master-detail, and lookup relationships based on Entity Relationship diagrams.
- Utilize Agile methodology to develop both minor and major requirements specified by business users, delivering high-quality solutions.
- Develop comprehensive training materials based on business requirements and conduct training sessions for end-users, facilitating seamless adoption of the implemented solutions.

Business Consultant at Path InfoTech Ltd

Dec 2018 – Aug 2019

- Engage proactively with users to comprehend their requirements for application enhancements, ensuring a thorough understanding of their needs.
- Conduct a comprehensive analysis of the impact of introducing new functionalities on existing application processes, considering potential challenges and benefits.
- Actively handle user feedback and promptly respond to customer requests, addressing their concerns and inquiries effectively.

Assistant Manager - CRM at Spaze Towers Pvt Ltd

Aug 2015 – Aug 2017

- Utilize Salesforce.com platform to efficiently manage various responsibilities, including Inventory Management, Sales Coordination, and Direct Sales.
- Foster and maintain positive and productive relationships with builders to facilitate smooth coordination and collaboration while providing excellent after-sales and before-sales support to ensure customer satisfaction.
- Take ownership of overseeing builder inventory, diligently updating and maintaining relevant data in Management Information Systems (MIS) for accurate and accessible tracking and management.

3 Recent Major Projects

Just Energy -

Just Energy Group Inc. is a Canadian-based natural gas and electricity retailer operating in Canadian and American markets across North America.

- Our Scope of work was under Sales Cloud, Service Cloud & Experience Cloud Salesforce Product.
- The type of work was around the development of business use cases with team size of 6 members.

Coca Cola (Turkey) -

CCI's Türkiye operation produces, distributes and sells sparkling and still beverages of The Coca-Cola Company in Türkiye.

- Our Scope of work was under Sales Cloud, Custom Development & Experience Cloud Salesforce Product.
- The type of work was around the development of business use cases with a team size of 13 members.

Informa Connect -

Informa Connect delivers in-person and virtual events and training, online communities, digital content, marketing services for professionals in Finance, Biotech & Pharma, and several other specialist markets.

- Our Scope of work was under Sales Cloud and CPQ Salesforce products.
- Type of work was around the L1/L2/L3 Support process with a team size of 10 members.

Skills

- **Business Skills:** Requirement Gathering & Analysis, Business Process, Agile, Research, Business Workflows & Analysis, Data Analysis, Business Planning, Use Cases Identifications, Flow diagrams, Process Improvement & Solution Designs, Gap Analysis, User Manuals/Training, Report Writing, UAT.
- **Interpersonal Skills:** Oral and Written Communication, Time Management, Result Oriented, Decision Making, Leadership, Teamwork, Learner, Self-organized, Confident, Optimistic, Problem Solver, Innovative.
- **Salesforce Products:** Sales Cloud, Service Cloud, Marketing Cloud, Field Service Lightning, CPQ, Omni Channel, Experience Cloud, Pardot, Einstein Analytics, DocuSign CLM.
- **Tools:**
 - **Force.com Tools** - Data Loader, Developer Console, Workbench
 - **Project Management Software** - Jira, Asana, Monday.com, Freedcamp, Smartsheet, ServiceNow, Confluence, SharePoint and Microsoft Office products.
 - **Diagramming and Modeling Tools** - Microsoft Visio, Balasamiq, Lucidchart, and draw.io
 - **Version Control Systems** - Git & Bitbucket

Certifications

- Salesforce Certified Associate
- Salesforce Certified Business Analyst
- Salesforce Certified Administrator
- Salesforce Certified Platform App Builder
- Salesforce Certified Platform Developer I
- Salesforce Certified CPQ Specialist
- Salesforce Certified Service Cloud Consultant
- Salesforce Certified Field Service Lightning Consultant
- Salesforce Certified Einstein Analytics and Discovery Consultant
- Salesforce Certified Sharing and Visibility Architect
- Salesforce Accredited Financial Service Cloud

Education

MBA in Marketing

- Sikkim Manipal University | Manipal | 2013

BBA in Management

- Meerut University | Meerut | 2010