Richa Tripathi

(Salesforce Business Analyst 5+ Years)

Experienced Salesforce Business Analyst skilled in end -to-end solutions for global clients. Proficient in Salesforce Administration, Agile - Scrum, and optimizing Financial service cloud, Service cloud, and Sales cloud. Expert in delivering exceptional user stories and driving successful project outcomes. Committed to business process transformation and organizational success.

EXPERIENCE

Ameriprise India LLP, Gurugram/Noida — *Sr. System Analyst*
FEB 2022 - PRESENT

- Lead Salesforce Administration and configuration on Financial Service Cloud, ensuring streamlined system operations and superior user experience.
- Facilitate and conduct Agile-Scrum Ceremonies, empowering cross- functional teams to achieve project milestones efficiently.
- Elicit and document comprehensive User Stories while meticulously managing the product backlog to prioritize tasks effectively.
- Perform User Acceptance Testing (UAT) and Regression Testing to validate high- quality deliverables before deployment.
- Conduct in-depth requirement elicitation, identify Context & business needs, and analyze business processes to identify critical gaps and propose innovative solutions. Monitor and support complete feature releases in SFDC, performing business validations and checkout for major releases.
- Successfully manage and prioritize backlog user stories, ensuring alignment with project objectives.
- Created various BPMN diagrams to improve project understanding.
- Documented BRDs and FRDs for detailed requirements

Noida, Uttar Pradesh

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SKILLS

Salesforce Administration and Configuration

Sales Cloud

Service Cloud

Financial Services Cloud

JIRA

BPMN

Stakeholder Collaboration

BRD, FRD

CERTIFICATIONS

Certified Salesforce Administrator

Certified Salesforce Sales Cloud Consultant

AWARDS

Chairman's Award for Excellence for one of the projects in Ameriprise.

to keep stakeholders and project team on the same page.
- Supported and implemented case routing feature via omni channel to manage workload effectively.
- Worked on a knowledge base article to provide relative information to the user.
- Supported case management
- Restructured various opportunity types layouts for effective user adoption.
- Redesigned the home page for executives.
- Successfully Managing Salesforce Support tickets for the field users.

Astrea IT Services, Noida — *Sr. Business Analyst*

FEB 2019 - FEB 2022

- Lead end-to-end solution implementation, conducting Agile-Scrum Ceremonies for seamless project delivery.
- Perform Salesforce Administration, configuring page layouts, workflows, and process automation to enhance workflows and productivity.
- Create User Stories, Functional Requirements, Design Specifications, and maintain Requirement Traceability Matrix for transparent project tracking.
- Foster strong stakeholder collaboration, ensuring seamless communication and project success.
- Organized Demo sessions for the stakeholder to ensure Client satisfaction.
- Provided training to end users and supported in live systems to increase Salesforce adoption.
- Created wireframes for multiple projects.

Sarr Solution, Ghaziabad — *Business Analyst*

Aug 2018 - FEB 2019

- Managing Mobile app development and website designing projects.
- Scheduled and provided demos for the MVPs and final products.
- Created prototypes using Balsamiq Created BRD and Minutes of meetings Drafted user stories in JIRA.
- Groomed backlog & refined stories.

Codemaven PVT LTD, Noida — *Business Development Executive*

Sep 2017 - August 2018

- Generated Leads through various Social media platforms and Email Marketing. Worked on aggregation and analysis of customer data.
- Undertook market analysis and campaign planning.
- Handled Social media accounts for organization.
- Coordinated with clients to understand the requirements
- Created presentations and Email templates.
- Bid on Upwork, freelancer, letzgain, etc...

EDUCATION

AKTU, Lucknow — *B.tech(Computer Science)*

July 2013 - June 2017