**Summary**

* Highly experienced Salesforce professional. I have built, implemented, and managed solutions for organizations with the Salesforce cloud computing platform, AppExchange, and associated technologies. Currently, a four-time Salesforce Certified, My salesforce areas of specialty are business process engineering, schema design, and automation tools.
* Skilled in guiding hands on end-to-end implementations
* Extensive experience in designing validation rules, custom objects, custom fields, role-based page layouts, workflow alerts & actions, pick lists, approval processes, record types, dashboards, custom tabs, custom reports, report folders, report extractions to various formats, and email generation according to application requirements.
* Experience in Heroku/ Heroku Connect.
* Experience in configuring the application to be deployed on Heroku platform with support infrastructure on Amazon Web Services (AWS).
* Worked extensively with Marketing & SFDC data modeling using Lead, Contact, Opportunity, and Account objects
* Integrated Voice Response Systems (IVRs)
* Experience in performing configuration tasks using Apttus and also have a good knowledge of concepts in CPQ, Opportunity Management.
* Key player in migrations and deployment of code from one environment to other using Force.com IDE deployment wizard.
* Significant systems implementation and administration experience with Service Cloud, Marketing Cloud and Sales Cloud from salesforce.com
* Skilled in implementing business flows using the Declarative framework via Workflow Rules and Approval Processes.
* Strong Hands on experience in writing apex Controller classes, batch processes, schedulable classes, triggers, test classes.
* Experience with SFDC (salesforce) with multiple end to end implementation, SF integration with Apttus contract management module and CPQ (price quote).
* Adept in sales analysis, marketing & customer support business processes used by Salesforce.com customers and recommendations to customers for improving their processes using Salesforce.com.
* Expertise in performing data migration from legacy system to Salesforce.
* Good techno-functional skills to correlate business requirements with engineering requirements for efficient functioning of Information Systems.
* Experience with customization of Salesforce Communities and platforms ExactTarget, Apttus CPQ.
* Experience in designing entities like custom objects, creating the relationships/ junction objects like a Master-Child, lookups, Entity-Relationship data model, Pages, Classes, Interfaces, Workflows &Workflow rules, triggers, Email alerts and business logic.
* Experience developing/deploying Marketing Automation with an emphasis on process and detail to ensure data security, privacy and accuracy.
* Working knowledge of HTML to update or enhance marketing campaigns and content.
* Knowledge of both acquisition and retention-based marketing campaign management and outbound email program administration
* Working knowledge of Salesforce.com for sales/marketing functions

**Education**

Bachelors of Arts in Business & Management - University Sunderland, UK - 2010

**Certification**

Salesforce Administrator

Salesforce Platform App Builder

Salesforce Sales Cloud Consultant

Salesforce Community Cloud Consultant

|  |  |
| --- | --- |
| **Technical Skills** | |
| **Areas** | **Technology** |
| **Force.com** | Apex Custom controllers, Visualforce Pages, Force.com Apex Data Loader, SOQL, SOSL, Sandbox testing. |
| **SFDC tools** | Data Loader, Connect offline, Salesforce-to-Salesforce, Apex Explorer |
| **Project management** | Microsoft Project (PERT, Gantt charts), Microsoft Office |
| **Testing tools** | Load Runner, Quick Test Professional, Test Director, HP Quality Center |
| **Web technologies** | JSP, Servlets, XML, HTML, Siebel Analytics, Macromedia Dream weaver |
| **Business tools** | Rational Suite (Requisite Pro, Rose, Clear Quest, Clear Case)**,** MS Visio, UML,  MS Project, MS Access, MS Office Suite |

**Professional Experience**

**AETNA–Hartford, CT**

**Salesforce Business Analyst-Admin**

**Feb21 – Present**

Lead consultative engagements with complex enterprise customers, partnering with key stakeholders to create compelling visions while gathering requirements and executing on goals and strategies. Responsible for the management and development of salesforce, to ensured fullutilisation and tailoring of the platform to match and support business objectives, using agiletechniques and strategies. Reviewed and analysed business processes, services andinformation needs with a view to implementing change management initiatives to improve the user

experience and increase productivity. Oversee the Salesforce team, adaptable and embrace change, as well ashaving a competent technical understanding so that I am able to support the team and platform.

**Responsibilities:**

* Worked closely with our Salesforce Engineer in the support of our Salesforce.com environment with 1400+ users
* Developed and configured Salesforce Service/Health cloud Application
* Handled all basic administrative functions including user account maintenance, reports and dashboards, workflows and other routine tasks
* Completed regular internal system audits and prepare for upgrades
* Managed Salesforce.com data feeds and other integrations
* First level support of Service Now, helping business units to develop reports, automate account administration
* Served as a resource to vet any technologies that will integrate with Salesforce
* Assisted in training of new users, and grow the Salesforce.com skill set across the organization
* Effectively acted as the liaison between our users, vendors and the application development teams
* Worked independently with members of the user community to define and document development requirements
* Lead client workshops to collect and document client business requirements and objectives for the implementation of Aetna Healthcare solutions
* Understand and translated client requirements to applicable system configurations, test scripts and other artifacts required for implementation
* Coordinated with multiple development teams to accomplish data and application changes across environments
* Configured, tested, and deployed solutions in alignment with client requirements, and monitored deliverables to ensure on-time delivery of projects and tasks
* Established and maintained excellent working relationships with both client and internal personnel
* Managed client expectations related to system capabilities with transparency to any requirements that fall out-of-scope or otherwise fall under Aetna Healthcare’s vetting process
* Performed routine analysis of new and existing data from disparate sources and business processes to improve data integrity and completeness
* Identified product requirements and provided feedback for future product enhancements
* Performed functional analysis, requirements, definition and application module configuration and testing.
* Responsible for conducting prototypes, developing functional specifications, data mapping, function mapping, setting of configuration tables and setting of transaction/control tables
* Responsible for the identification of and resolution of gaps in the business processes.
* Involved in security/authorization set-up, user documentation, data interface design, data migration and reconciliation
* Build and maintained data systems to collect and measure key performance indicators.

**Wynn Resorts, NV**

**SFDC BSA – Admin**

**May20 – Jan 21**

**Project: EDW/Customer Intelligence Platform Gaming & Hotel**

**Responsibilities:**

* Played key role in facilitating the requirement gathering and daily scrums for the revamp of the Enterprise data warehouse mainly for Gaming & Hotel domain, using ServiceNow.
* Upgrading of the on-prem solution to cloud using Customer Master data MDM and Azure toolset, using Azure DevOps tool
* Worked very closely with the Enterprise Marketing team and Revenue Management business stakeholders for this revamp to increase the gaming & hotel sales.
* Lead the solution selection and prototyping efforts working to identify solutions that allow for scaling and customer centric solutioning and player retention.
* Analyzed & interpreted data to inform recommendations/next steps.
* Worked with cross-functional teams: remove silos, bridge gaps across stakeholder groups & lead a team toward a common goal to have better players/guests’ experiences.
* Maintained stakeholder communications & ensure they are always up to date on status of work.
* Elicited and translated Gaming/Hotel business needs into user stories / documented functional and non-functional requirements.
* Translated Gaming/Hotel business requirements to the technical team & relay technical feedback to project teams and stakeholders.
* Supported business stakeholders in their decision-making by presenting the different (functional and solution) design alternatives and their impact in a clear way.
* Ensured the solutions delivered to the gaming & hotel business groups are innovative and meets/exceeds expectations.
* Illustrated business value of moving forward with a design recommendation.
* Worked closely with the Casino Hosts to provide requirements for the VIP guests/players.
* Detailed out the requirements for VIP hosted players, and designing a personalized solution.
* Gathered salesforce requirements, on field Services platform to understand the needs of the hosts, field service and gaming floor agents.
* Ensured that Gaming/ Hotel data and documentation of data is accurate and reliable.
* Resolved major quality problems areas as required.
* Developed actionable reports that analyze data and identify deficiencies, as necessary.
* Adopted approaches to deeply empathize with the customer such as conducting early-stage interviews with end-users about their needs to develop this in-depth knowledge of end-to end business processes and challenges within functional area.
* Leads or participates in customer-focused idea generation.
* Facilitated meetings regarding tools and techniques on Design Thinking (Human Centered Design) or Lean Sigma.
* Leads design thinking workshops and may facilitate sessions including determination & application of appropriate tools and techniques. Defines the scope and provides inputs to prioritization and consensus.
* Developed interim deliverables to define the opportunity for value capture and articulate the possibilities of new technology to capture that value.

**Insulet Corporation - Acton, MA**

**Salesforce Business Analyst-Admin**

**Mar 19 – Apr 20**

Administrator of SFDC Marketing Cloud platform and responsible for creation and ongoing management of campaigns, reports and general administrative functions. Demonstrated background working with marketing automation tools, specifically SFDC Marketing Cloud/Exact Target. Designed, development and on-going support of customer applications and objects within Salesforce.com with a focus in Salesforce Marketing Cloud application.Lead requirement gathering sessions with clients for Salesforce Marketing Cloud projects.

**Responsibilities:**

* Worked closely with global marketing teams to build new campaigns.
* Lead requirements gathering meetings with marketing, customer care and other departments to define new campaign requirements.
* Campaigned logic and implementation and less on the actual content creation, but knowledge of creating HTML forms and page layouts is a plus.
* Performed ongoing maintenance of existing campaigns in Marketing Cloud.
* Anticipated issues and risks and escalate appropriately.
* Served as a contact for technical Marketing Cloud questions
* Maintained proper documentation for workflow processes, testing, and standard operating procedures in accordance with business requirements.
* Communicated effectively with business users on the status of enhancements, projects and open production support tickets.
* Build reports and/or assist marketing team with data demonstrating campaign ROI.
* Understand business and propose the best implementation using the SFDC solution.
* Conducted requirements and solution concept workshops.
* Facilitated business process analysis and automation discussions.
* Guided best practices for security model, mobile deployment strategies, workflow, data validation and analytics.
* Provided best practice in specialized processes such as Lead Management & Campaign Management
* Defined field mapping for Leads conversion.
* Author/solution detailed designed and configuration specification.
* Familiar with Marketing processes including Sales analysis, Market share analysis, Expense analysis, and financial analysis.
* Conducted analysis of systems specifications and use analysis / diagramming tools to represent business / technical processes.
* Engaged with business stakeholders to gather/analyze requirements and map them to solutions that leverage salesforce functionality.
* Demonstrated Salesforce capabilities to solve business problems by implementing Proof of Value pilots and producing the supporting documentation.
* Managed relationships with stakeholders to achieve project goals.
* Maintained collaborative relationships with external vendors to achieve project goals, where necessary.
* Participated in the evolution of team best practices, standards, and policies.

**CTI/Market - Andover, MA**

**Salesforce Business Analyst-Admin**

**Dec 17– Feb 19**

Implemented Salesforce Service cloud and Opportunity Management (Case management, Entitlement management, Product & price book, High volume customer portal, Partner portal, Visualforce sites) for business support and technical support for its channel customers. Web-to-case, email-to-case was configured for case management. Data migration was done using different systems. Informatica was used for a major part of the migration.Responsible for owning the architecture and design of complex solution components (e.g., integration, security, custom development

**Responsibilities:**

* Interacted with various business team members to gather and documented the requirements. Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Deployed the project into Heroku using GIT version control system.
* Responsible for owning and delivering complex cloud based solutions using technologies such Salesforce, Heroku.
* Managed daily administration and support of the Salesforce Sales, Service, Community & Marketing Clouds which included, managing multiple user setups, profiles and roles as well as customization of objects, fields, record types, page layouts and validation rules.
* Familiar with Documentum Query Language (DQL), an extended SQL dialect to query Documentum data.
* Coordinated UAT sessions and served as a point of contact for over 10 UAT’s.
* Assisted Project Manager along with Clients in UAT to log any issues or help/guide in any testing efforts.
* Performed Gap Analysis of existing system to identify drawbacks, bottlenecks and improvements.
* Facilitated meetings for Requirements Gathering and prepared Use Cases, Process Flow Diagrams
* Helped and trained new QA to prepare Test Plan, Test Strategy documents and Test Cases as per project schedule; level of testing detail was dependent on delivery timeline.
* Followed agile development life cycle throughout the project.
* Integrated Requirements Traceability Matrix in the Test Scenarios and Test Cases for tracking purposes
* Creating/Modifying XML files to generate Test Scenarios for back end testing.
* Handled support work for group sales team.
* Assisting Project manager to prepare Business Process Diagrams using the BPMN Standards.
* Performed Maintenance testing for clients that needed changes in Production Environment.
* Maintained user roles and coached fresh end users.
* Handled system metrics to track trends.
* Integrated Endeavor CPQ app to its system.
* Worked under the scrum process (i.e. Jira) tool to develop the technical tasks of the project.
* Involved in gathering the business requirements for the forecasting, completed units & bid contracts.
* Created a detailed UML diagram/Use Cases to describe user interaction and workflow of the tool using Rational Rose, MS Visio, and MS Word
* Design the conversion approach for Sales data migration from Siebel CRMOD to SFDC.

**Mercedes Benz- Farmington Hills, MI**

**Salesforce Business Analyst-Admin**

**Feb16 – Nov 17**

Mercedes Benz selected Salesforce CRM and deployed for service and support to 200 users across several key branches, three call centers, and its financial services partners. Mainly it is being used for its dashboards, reporting, and intelligent routing capabilities. Mercedes customized Salesforce CRM to create different menus and case sub-types to meet specific process needs; a customized field is used to access the data feed. Mercedes assignment rules and case types, calls are dealt with appropriately; escalation rules generate email alerts for quick issue resolution and If for some reason, a customer fails the online account open process, a case automatically gets routed to a call center representative who then contacts that customer directly.

**Responsibilities:**

* Involved in various activities of the project, like information gathering, analyzing the information, documenting the functional and nonfunctional requirements.
* Used agile methodology with our regular sprint cycle.
* Worked with the user group for requirement gathering throughout the planning and implementation.
* Implemented of CTI Adapters from Cisco.
* Used scripts for testing REST API’s.
* Designed UML diagrams using Rational Rose and MS Visio, for better understanding of business processes.
* Used Informatica on Demand to automate bulk data loading.
* Worked on various SFDC standard and custom objects like Accounts, Contacts, Cases, Contracts, Entitlements, Opportunities, Price books, Products.
* Created custom Dashboards for the manager’s home page and gave accessibility to dashboards for authorized people.
* Developed Custom Objects, Custom Reports, and dashboard on a regular basis for the sales performance and lead generation statistics.
* Designed solution and configured Salesforce.com Case, Solution, PRM & Customer portal Modules.
* Created various reports (summary reports, matrix reports, pie charts, dashboards) and setup report folders to authenticate users based on their profiles (permissions).
* Customized the Dashboards to the track usage for productivity and performance of business centers and their sales teams.
* Provided the training for the internal business users to use the application and develop their custom reports.
* Perform development, testing and implementation of the business process.
* Documenting and updating relate of SalesForce.com software and system administration focusing on Service cloud.
* Maintain multiple user roles, security, profiles, workflow rules, etc.

**Ergon - Jackson, MS**

**Salesforce Admin**

**July13 – Jan 15**

Ergon operates in six major business segments: asphalt and emulsions; information technology (embedded computing); oil and gas; real estate; refining and marketing; and transportation and terminating. The scope of this project is to deliver the core components for the consolidated Web based platform. The overarching requirement for the consolidated Website solution is to provide flexibility driven by the business community, with the ability for the proposed solution to be maintained by the business users and not require significant IT intervention. This will include migrating all Ergon owned sites onto a single interface. Many of the legacy and distributed systems will also be integrated to meet the front-end requirement.

**Responsibilities:**

* Demonstrated understanding of principles behind good software engineering according to an Agile development life cycle in a team environment.
* Evaluated business process requirements to ensure proper system configuration (i.e. identifying key decisions, process changes, pain points, interface issues, training considerations, etc.
* Studied and assessed the client’s systems and business processes.
* Performed requirement analysis, went through all the use cases and workflows.
* Conducted analysis of the defects identified and provided the development group with details to recreate the problem.
* Used SQL commands to check database has been connected to other functionalities.
* Conducted JAD sessions with management, SME, vendors, users and other stakeholders and gathered user and business requirements for the B2C and B2B web based application.
* Categorized and prioritized requirements of Order Entry Workflows, Compliance Workflows and Settlement & Confirmation Workflows by using Microsoft Word, Excel and Visio.
* Worked and ability to read through software manufacture API document and extracted the required information to map multiple applications to the data field level.
* Involved in the meeting with Business process owners, SME (subject matter experts) and Marketing Team for Requirements gathering in definition stage.
* Managed with vendor partners and formulated optimal solutions for integration.
* Performed sanity and smoke testing on the application.
* Involved in Configuration Testing.
* Involved in writing Traceability Matrix.
* Processed sales data, progress reports and additional sales records and reports
* Created Test Scripts to obtain the test objective.
* Participated in the team for User Acceptance Testing.
* Conducted Configuration Testing, Regression and Functional testing for financial projects.
* Executed test cases manually to verify the expected results.
* Involved in Batch Testing.
* Analyzed User Requirement Document, Business Requirement Document (BRD), Technical Requirement Specification and Functional Requirement Specification (FRS)
* Documented the Process Flows for B2C and B2B in the High Level Requirements Document.
* Actively participated in setting up of test environment for Configuration Testing of the application on different configuration, protocols and network connections.
* Gathered requirements for all automation workflows as per business requirements and translated in to Salesforce business terms.
* Introduced Agile and RUP methodologies to reflect liquid nature of front-office improving time-to-market
* Used SDLC (System Development Life Cycle) methodologies like the RUP and the waterfall.
* Followed the UML based methods using Microsoft Visio to create: Use Cases Diagrams, Activity Diagrams, State Chart Diagrams, Sequence Diagrams and Collaboration Diagrams.
* Worked closely with Business users in improving their business processes using SFDC.
* Performing data correction, data deduplication, and data administration.
* Functioned as liaison between Engineering teams, Business areas, and End users.
* Interacted with various business user groups for gathering the requirements for Salesforce CRM implementation.
* Prepared the User’s Manual and Organized cross training of team members and users to become more responsive. Extensively worked on Excel, Word, SQL and MS Project.

**Modus Create / EDR*(100% Remote)*    
Business Analyst / QA Analyst**

**Mar 11 – Jun 13**

Collateral 360 help lenders/vendors (Parcel Platform) to manage all property due diligence from a single dashboard: from [appraisal procurement](http://edrnet.com/prods/appraisal-procurement/), to [environmental investigations](http://edrnet.com/prods/enviromental-pre-screen/), [flood certificates](http://edrnet.com/prods/flood-certificates/), [collateral site inspections](http://edrnet.com/prods/site-inspections-quick-trak/), [tax monitoring](http://edrnet.com/prods/tax-monitoring/), [lease comparable](http://edrnet.com/prods/lease-comps-compstak/), and other services. Collateral360, a web-based application that is helping lenders better manage key processes, risk and compliance. As a compliance tool, Collateral360 allows lenders to build their policy into their workflow to ensure each loan is managed to credit and risk policy.

Client: Wells Fargo, JPMC, SunTrust, Wood Forest Bank, Columbia Bank, Pacific Premier Bank etc.

**Responsibilities:**

* Gathered business requirements by conducting detailed interviews with business users, stakeholders, and Subject Matter Experts (SME’s)
* Manages and leads business process improvement initiatives including design, documentation, training, and implementation based on project specific requirements.
* Administers and maintains company’s Technical specifications and related documentation.
* Document’s workflow and makes appropriate recommendations that positively impact operational effectiveness.
* Keep track of documentation using Confluence. Track trends in all key process areas.
* Prepared Business Requirement Document then manage, analyze, and convert business requirements into functional specifications.
* Worked remotely with global teams which were Onshore / Offshore and within different time zones.
* Developed use cases from requirements and created UML diagrams such as use case diagrams, activity diagrams, and sequence diagrams. Managed schedules and collaborated with different teams working on the project.
* Designed high-level application and data flow diagrams. Worked with users, offshore business team and developers to define and document solutions to the business requirements.
* Communication and coordination with offshore business & production teams to collect and understand business requirements. Acted as a liaison between offshore business team and local development and QA teams.
* Assisted in Change management for a better process automation, traceability and control for a SDLC using clear quest tool solution.
* Guided Test Engineers to develop test plans and test scripts for software corrections and enhancements. Reviews and approves test plans and cases based on various levels of requirements details.
* Clarified QA team issues and reviewed test plans and test scripts developed by development team and QA team to make sure all requirements have been covered in scripts and tested properly.
* Facilitated the system integration and UAT for each release. Identified any job failures, hot/spot fixes in due course and ensured they were implemented by the development team.
* Lead the test team in creating, implementing and maintaining test documents according to the BRD. Maintains documentation of all test results to assist with debugging and modification of business application.