**ABHIMANYU DHAR**

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**SUMMARY:**

* Over 10 years of progressive experience in Salesforce CRM, DW/ ETL based applications, Sales and Marketing, Business Development, Product Development and Project Management with emphasis on Business/Data Analysis performing Salesforce implementations, Deployments, Migrations, Integrations, and Supporting on Live applications.
* Strong experience in Data Analysis, profiling, transformations and reporting in Salesforce, DW/BI applications and possess comprehensive knowledge of: Sales, Marketing, Supply Chain, Inventory and Manufacturing.
* Poses strong ability to write complex SOQL, SOSL queries across multiple objects within the SFDC database.
* Proficient in developing complex SQL queries for source systems, data transformations, analysis and data validations, trend analysis & forecasting.
* Experienced in working with clients to map out their existing Business Processes and involve in gathering business requirements from sales/marketing team and business analysts by performing detailed analysis of business and technical requirements and designing the solution by customizing various standard and custom objects of Sales force to provide system-based solutions that increase efficiency and reduce operating costs.
* Interaction with clients on day-to-day basis by presentation of demos, discussion of requirements, and lead UAT session.
* Acted as liaison between client and developer in order to get requirements done as expected and deliver the action items on time.
* Strong Requirements gathering experience by designing Business Requirements Document (BRD), Use Case Document, User Stories, and Functional Requirement Document (FRD).
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Implemented pick lists, dependent pick lists, lookups, junction objects, master detail relationships, validation and formula fields to the custom objects.
* Possess comprehensive understanding of CRM business processes like Lead Management, Account Management, Case Management, Quote, Forecasting.
* Skilled in customizing standard objects like Accounts, Contacts, Opportunities, Products, Price books, Cases, Leads, Campaigns as per client’s need.
* Experience in data migration from Excel, MS outlook and Legacy Systems using Data Loader, Import Wizard, Apex Data Loader
* Strong knowledge & experience working in teams implementing waterfall & Agile Methodologies (Scrum).
* Planning, organizing, and implementing innovative sales programs/strategies to improve the product awareness/ demand and increase business volumes.
* Strong experience in conducting User Acceptance Testing (UAT) and documentation of Test Cases. Expertise in designing and developing Test Plans and Test Scripts.
* Gather market intelligence by coordinating market research efforts to understand market needs, capture the voice-of-the-customer and ensure representation.
* Strong communication, collaboration, Adaptability & team building skills with proficiency at grasping new concepts quickly to develop acumen & workmanship.
* Excellent reporting, analytical, problem-solving & conflict resolution skills.
* Innovative thinker with a holistic business perspective and keen learner with a strong motivation to accept new challenges, driving key strategic initiatives and contributing in accomplishing the shared vision.

**ACADEMICS**:

* Bachelor of Technology, Electronics & Communication - Nirma Institute of Technology, Ahmedabad – 2009.
* Certified Salesforce Administrator.

**TECHNICAL SKILLS:**

* **Platform:** Salesforce CRM, CPQ
* **Languages:** Java, APEX, SQL, SOQL, Python
* **IDE:** Eclipse, Force.com IDE
* **SFDC Methodologies:** Apex Data Loader, Apex, Workflow & Approvals, Process builder, Lightning flows, Validation Rules, Formulae fields, Custom objects, Page Layouts.
* **Web Technologies:** JavaScript, HTML, CSS, XML, jQuery, SQL, PLSQL.
* **Database**: Oracle 12c/11g, My SQL, SQL Server, MS Access
* **Operating Systems**: Windows, Linux/Unix

**PROFESSIONAL EXPERIENCE:**

**IIN, New York, NY**

Jan 2018 – Till Date

Salesforce Business Analyst

**Responsibilities:**

* Perform Business/System Analysis during the design phase and develop various design documents according to the user requirements.
* Deployment of Lean/Agile/Scrum methodologies to ensure quality improvement continuously.
* Participate in the full application life cycle from technical design to development, testing, and deployment.
* Design different custom dashboards as per the user need for different user groups based on their business’s functionalities and requirements.
* Hands-on experience with Salesforce setup options such as Objects, Validations, Workflows, Process Builders, Reports and Dashboards, etc.
* Work towards designing and creating the necessary training material and conduct internal training sessions for business users who are using the functionalities of Salesforce technology.
* Outline the organization’s hierarchy and create profiles, assign roles and access accordingly in Salesforce; work on the visibility and security settings as are required by the various businesses.
* Responsible for creating Test Plan, Test Scripts, Test Cases and conduct User Acceptance Testing (UAT).
* Investigate Business Systems, assist in bridging needs of the Business with Salesforce.com.
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response Rules for automating business logic.

**Environment**: Salesforce CRM, Salesforce.com (SFDC), APEX, Oracle, SOQL & SOSL, SQL, HP Quality Centre, Rally, MS Visio, MS Excel & word.

**Fidelity, Raleigh, NC**

Aug 2016 – Dec 2017

Role: Salesforce Analyst

**Responsibilities:**

* Involved in end-to-end SDLC (Software development life cycle) with emphasis on Salesforce Business analysis & STLC (Software Testing Life Cycle).
* Interact with stake holders, product & project management, and development teams to develop a strong understanding of the project and its objectives.
* Requirements gathering from clients, create & maintain workflow diagrams, Environment setup plans, Migration & Configuration documents, test plans & provide estimates.
* Analyzing change requests or inquiries raised and determine their impact on the business by providing solutions.
* Partnering with business stakeholders to understand current account planning business processes, pain points, identify gaps between current processes and enterprise process, define solutions to address gaps, document user stories and business requirements.
* Coordinate among multiple teams to understand and define EPIC/Feature and create stories through Rally for the delivery team.
* Operationalize business processes, including updates to process documentation, communication plans, end user training and updated metrics and dashboards to monitor and measure new processes.
* Work with Architecture team to capture details around technical features/enabler to be delivered to support functional feature.
* Implementing system applications, software configurations, and XML or other related coding in the following CRM technological product suites - Salesforce.com, SAP, Oracle and another SaaS and On-Premises ERP.
* Deployment of Agile/Scrum methodologies to ensure quality improvement continuously.
* Coordinating with the Team members to complete monthly KPI’s and keeping track of regular progress. Defining the ICP Framework and Integral Plan for the overall Project Schedule.
* Performed end to end UI & backend UAT on web-based applications using scenario-based Test data through SOQL & SOSL.
* Execute and review manual test results, end to end system integration, compatibility, and usability.
* Report defects through HPQC & track the overall defect life cycle through troubleshooting and issue resolution, by performing in depth analysis and providing root cause identification.
* Responsible for gathering and analyzing business requirements, logical modelling, ETL design, data sourcing, data transformation and data loading processes.
* Analyze Business Requirements and Reports to get a better understanding of the system from both technical and business perspectives.
* Perform data profiling to identify non-conformance and recommend measures to prevent re-occurrence of quality deficiencies.
* Active participant in design, brainstorming, Execution, support, and Sprint Demos.
* Perform source to target data mappings and validations. Create moderate to complex SQL queries to extract data components, perform data analysis & validations, and find gaps in data.
* Provide support during development, identifying, researching, analyzing potential risks via review & feedback.
* Estimate efforts, create & maintain transformations, mapping documents & document solution requirements.
* Perform UAT through iterative testing for incremental functionality and conduct end to integration Tests.
* Collaborate with business & technical partners to analyze, backtrack, debug and resolve data related issues, perform variance and RCA (Root Cause analysis).
* Prepare traceability matrix for mapping requirements & defect. Manage end to end Defect life cycle through ALM.
* Manage & support postproduction Tickets and data issues of release, through HPQC & JIRA.
* Performed trend analysis and data analysis on Live Production data while supporting Tableau based downstream validation team, to report spikes in Data.
* Create data quality reports and suggest business solutions based on the analysis done on live data.

**Environment**: Salesforce CRM, Salesforce.com (SFDC), APEX, Oracle, SOQL & SOSL, SQL, HP Quality Centre, Rally, MS Visio, MS Excel, Power Point & word.

**Audatex, Westlake, TX**

Aug 2015 – June 2016

Salesforce Business Analyst/ Administrator

**Responsibilities:**

* Gathered requirements by coordinating with developers, business, and project managers, to better customize, and utilize the full functionality of the Salesforce.
* Set up field service features according including installing and configuring the Field Service Lightning managed package and Field Service Lightning mobile app.
* Gathered requirements and implemented lead scoring metrics for lead conversion.
* Conducted User Acceptance Testing (UAT) and hosted workshops to fulfil user adoption Investigated business systems, assist in bridging needs of the business with Salesforce.com.
* Updated the Field Service Lightning mobile app to optimize on - site job management to a mobile workforce.
* Documented training and implementation material for the business users; participated in the implementation and provided post-implementation support
* Conducted meetings with support team and QA to review defects and meet their resolution Worked with functional teams and identified effective processes improvements
* Implemented Web-to-Case entry and manual case entry for entering customer's cases
* Designed a functional help center with chat-bot integration using knowledge base & communities for web-to-case, product related info, guidelines and getting started pages
* Created workflows rules to perform timed tasks, email alerts, and field updates and used process builder to create records, update related records and submit for approval
* Worked on Salesforce.com customization, creation and maintenance of record types, page Layouts, objects, tabs and fields.
* Lead the analysis and reporting of customer analytics, program tracking, email marketing campaigns and optimization using Tableau, Salesforce and Market.

**Zify, Hyderabad**

Jun 2013 – Jul 2015

Salesforce Administrator/Marketing Manager

**Responsibilities:**

* Administered tasks daily such as creating workflows, dashboards, reports, user profiles and roles, custom objects, fields, records, page layouts, validations, profile and triggers.
* Configured the security access, permissions, roles, and profiles for internal and external users.
* Partnered with business and product stakeholders to gather requirements and build solutions to improve processes and information flow
* Developed changes in a sandbox environment and followed protocols for testing deployment to production environment.
* Completed the configuration for new features within Salesforce, utilizing AppExchange products, and other cloud-based technologies.
* Maintain data quality by identifying and deleting or merging duplicate records, cleansing, and updating inaccurate data.
* Pioneered marketing strategies for emails, events and trade shows that led to 15,000 product downloads and 13,000 user registrations.
* Secured top-20 spot out of 40,000 applicants in The Next Web ‘15, New York by strategizing social media marketing and providing content to improve likeability
* Managed a team of 5-10 brand ambassadors from recruiting to on-boarding and training

**Capita India, Mumbai**

Salesforce Analyst

Jul 2009 – May 2013

**Responsibilities:**

* Took support calls from sales staff and sales support associate.
* Keep customers informed of progress during issue lifecycle and make follow-up calls or
* communications in a timely manner.
* Assist team members and provide support and solutions to customer queries to meet
* company objectives.
* Maintain updated knowledge of company products and services to better provide customer support and service solutions.
* Performed troubleshooting techniques over the phone or via web messenger to identify
* and resolve issues.
* Established patterns to reoccurring issues and provides input to development teams.

**Reliance Communications, Mumbai**

Dec 2008 – Apr 2009

Business Intern

**Responsibilities:**

* Radio frequency (RF) Planning, installation and commissioning of mobile Networks, optimization of network.
* Ensured optimum use of frequency to avoid interference by conducting frequency planning of SFH parameters.
* Improve the mobile connectivity and address areas of weak performance by implementing changes to network parameters on the bases of drive test data.
* Presenting RCA for issues and major breakdowns.