Priya A 

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**Professional Summary:**

* Around 8 years of IT experience working in Business Analysis, Design, Development and Testing.
* Proficient knowledge of the Software Development Life Cycle (SDLC), Agile methodologies and requirement gathering.
* Extensive experience in analysis, requirements gathering and writing system functional specifications including use cases.
* Experience in **Salesforce** configuration and customization using profiles, permission set, workflow, validation Rules, Visual force Pages, Triggers, Apex Classes.
* Process oriented and pay high attention to details and ability to multi-task in a fast-paced environment.
* Quick learner, excellent team player, ability to meet tight deadlines and work under pressure.
* Sound knowledge of the software development lifecycle (SDLC) with extensive experience in eliciting user requirements, analyzing needs and translating them into business requirements, documentation, Team Management and Testing.
* Completed the configuration for user stories within Salesforce and other cloud-based technologies
* Developed user stories and to-be process flows to support the design and development of Salesforce solutions for our clients.
* Facilitated and participated in Joint Application Development (JAD) sessions for requirements gathering, resolving open issues and change requests.
* Proficient in UML – Use case Diagrams, Activity Diagrams, Sequence Diagrams and Class Diagrams
* Extensively used tools such as Rational Rose, Rational Requisite Pro, UML, MS Visio, MS Project, MS Office, MS Access.
* Excellent skills in analytical problem solving, business-writing, and verbal communication.
* Consistent record of accomplishment of efficiency, attention to detail, reliability & flexibility.
* Proven capability to get up to speed quickly on complex issues and leverage versatility in the industry .to bring together the business side and technology side and get things done
* Experienced in working on the Force.com platform to build Custom Applications.
* Proficient in performing SFDC Administrative tasks like creating Custom Objects, Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Reports, Dashboards, Tasks and Events, setting up Security (Sharing Rules, Organization Wide Defaults) etc.
* Extensive Knowledge in APEX, Visual Force, SOQL, SOSL.

**Skill Set:**

|  |  |
| --- | --- |
| **CRM** | Salesforce, SOQL, APEX, Visualforce |
| **Database Languages** | SQL |
| **Web Technologies** | JavaScript, HTML, CSS |
| **Databases** | Oracle 9i-10g, MS SQL Server, MS Access, Toad Master |
| **Visual Modeling Tools** | Visio, Photoshop |
| **Document Management** | SharePoint |
| **Agile Tools** | JIRA, MURAL |

# Professional Experience

**Domtar *Oct’19-Till date***

Fortmill, SC

*Salesforce Business Analyst/Admin*

**Responsibilities:**

* Primarily involved in identification, understanding and documentation of business requirements.
* Translated the client/business requirements into User stories and designed process flows to simplify the design.
* Extensively worked on standard objects - Accounts, contacts, Leads and Opportunities.
* Worked on Agile and Scrum Methodology for Salesforce custom app implementation.
* Created new custom objects, assigned fields, designed page layouts, custom tabs, components, custom reports.
* Configured reports for custom objects and associated them to Dashboard.
* Created workflow rules and defined related tasks, email alerts and field updates.
* Conducted GAP analysis and enhanced business process by integration.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Conducting the UAT with Business users, and gathering feedback and providing the same to Development team.
* Reviewing the test cases provided by QA team, and providing feedback.

**Expedia Group** ***June’19- Sep’19***

Austin, TX

*Salesforce Business Analyst/Admin*

**Responsibilities:**

* Worked extensively on Salesforce.com objects Leads, Opportunities, Accounts and contacts.
* Acted as liaison between the Stakeholder and technical team
* Gathered requirements from the Stakeholders and created user stories whenever required.
* Conducted brainstorming sessions with the developers to actively involve them during the requirements stage level analysis
* Responsible for all the activities related to configuring Data loader, uploading data in CSV files into Salesforce.com, checking for integrity of the data.
* Designed the custom objects, validation rules, page layouts, custom tabs, to suit the application.
* Created Audit templates and forms in Salesforce for the Sales Managers to Audit their team.
* Followed Agile methodologies and as process attended daily scrum meetings, retrospective meetings, sprint planning sessions and Backlog grooming sessions.
* Conduct business analysis by working with end users to identify system and operational requirements.
* Involved in Salesforce Lightning migration process flow design.

## Amogus Technologies Feb’17-May’19

Dallas, TX

*Salesforce Admin/Business Analyst*

**Responsibilities:**

* Worked as a liaison between business user and technical team
* Lead JAD sessions to gather requirements
* Experience in Salesforce configuration and customization using profiles, workflows, permission sets, Triggers, Visualforce pages, Apex Classes.
* Implemented reports, dashboards, workflows and approvals
* Worked with various salesforce.com CRM standard objects Lead, Account, Contact, Opportunity, Campaign and Cases.
* Acted as an SME and supported end users on day-to-day issues and open questions
* Reviewed technical designs created by development teams and validated them with the functional requirements
* Worked on Data Loader to Insert, update, and bulk import or export of data from Salesforce.com Objects with the comma separated values (CSV) files
* Experience in configuring custom objects, page layouts, custom tabs.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Created Email templates in Text, HTML format and created Email Alerts to send the email according to the business needs.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.

**American Securities  *Oct’15-Dec’16***

New York, NY

*Salesforce Admin/Business Analyst*

**Responsibilities:**

* Coordinated work plans between project manager and client using MS Project
* Experience in designing custom objects, custom fields, custom tabs, page layouts, record types and field dependency.
* Created reports and dashboards as per business requirements and provided security to report folders
* Implemented custom email notification functionality inside Salesforce to the customers
* Prepared various test cases to test the functionality of the code in accordance with the governance limits
* Used Data Loader to insert, update and bulk import or export of data from Salesforce.com Objects.
* Worked together with the development team in analyzing and fixing the issues.
* Logged defects generated various reports and graphs for further analysis.
* Performed GAP analysis to compare the existing system with the proposed system and documented the requirements.
* Lead User Acceptance Testing and project release.
* Collected feedback from end users after go live to better plan for future enhancements

**Capgemini *Mar’14-Dec’14***

Bangalore, IND

*Salesforce Business Analyst*

**Responsibilities:**

* Participated in the identification, understanding and documentation of business requirements,

keeping in mind the need for the application based on the project scope and SDLC methodology.

* Set up of standard object-Accounts, Contacts, Opportunity, Report and Dashboards.
* Responsible for all activities related to configuring Data Loader, uploading data in CSV files into Salesforce.com, checking for the correctness of the data.
* Supported the project manager by creating detailed project plans, assisting in developing, scheduling and tracking project timeliness.
* Involved in assisting the Change Control and Quality Assurance team for weekly change requests.
* Facilitated and walked through requirement gathering and requirement planning sessions with business team to collect the business, security and service level requirements.
* Worked closely with developers in case of concerns/questions regarding the requirements.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Created and maintained validation rules, page layouts, configured page layouts and assigned page layouts to different record types.
* Created various summary reports, matrix reports, pie charts, dashboards and setup report folders to authenticate users based on their profiles with permissions.

**MindTree *Jan’13-Feb’14***

Bangalore, IND

*Business System Analyst*

**Responsibilities:**

* Re-engineered a strategic managerial reporting system from Business Objects to web standards with exporting capability in PDF, Excel
* Gathered and documented requirements (UML)
* Ensured Use-Cases were consistent and covered all aspects of the Requirements document
* Analyzed impact of requirements on effort (Impact analysis)
* Performed in depth Business Analysis and Technical Specification by working with Implementation Managers, Traders, Operations and IT and prepared Business Specifications, Technical Specifications, Data mapping documents
* Analyzed high-level requirements and identified all existing OLAP reports that are currently used and converted requirements into technical details
* Improved the performance of the Client’s report generation system from 2 minutes to 5 seconds through improved SQL Queries tuning and reengineering
* Identified the report generating process in existing batch jobs and decommissioned the batch jobs that produced the reports that were no longer used by the End users
* Was responsible for the SDLC Process Documentation
* Backend testing using SQL Queries
* Used MS Access and SQL Server for Database testing and acquire test data
* Worked with QA team to design test plan and test cases for Integration Testing and User Acceptance Testing (UAT)
* Developed timelines for project delivery, and worked with development and testing teams to accomplish successful completion and timely release of the deliverables

# Education

* MBA in HRMS
* Bachelor of Engineering in ECE.

**Salesforce Trailhead Achievements:**

Completed few challenges in Trailhead and achieved a total of 50+ badges and around 45k+ points so far. I would like to work on trailhead challenges when I get a free time which helps me to improve my knowledge on Salesforce