

# Dharmendra Kumar

Sr. Salesforce Business Analyst

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 Dharmendra Kumar



CMS Implementation Certified



Sales Hub Implementation Certified



Marketing Hub Implementation Certified

## Professional Summary

- A committed IT professional with 8+ years of work experience including 6+ years in Business Analysis and Salesforce technologies: CPQ, Sales Cloud, Service Cloud, and Force.com Platform with domain experience including analysis, requirement gathering, documentation, training, stakeholder management, and maintenance of applications.
- Worked on various business domains in the industry Experience in all the phases of the Software Development Life Cycle (SDLC) from analysis to maintenance in both Waterfall and Agile models.
- Experience in Salesforce Configuration, Administration, Customization, and Data Migration of Salesforce.com applications.
- Proficient in customizing standard objects like Account, Contact, Lead, Opportunity, Case, and Campaign as needed.
- Experience in Creating Roles, Profiles, Page Layouts, Record Types, Workflow Actions, Approval Workflows, Reports, and Dashboards.
- Experience in developing Custom Applications, Custom objects, Custom fields, Custom Tabs, and Role-based page layouts.
- Created page layouts, and search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
- Possess a comprehensive understanding of CRM business processes like Campaign Management, Lead Management, Account Management, Case Management, Quote, Forecasting, and Call Center.
- Profound understanding of Security and Sharing Rules implementation at object, field, and record levels
- Basic knowledge of Apex Classes, Apex triggers, SOQL, and SOSL.
- Experience in analyzing and identifying gaps in functional/business requirements and effectively communicating to both Business and Functional Analysts on the same.
- Experienced in working with clients to map out their existing Business Processes and providing system-based solutions that increase efficiency and reduce operating costs.
- Experience in preparing business flow charts, diagrams, wireframes, sprint planning, epic, and user stories.
- Experienced in the Scoping Phase, Gap Analysis, Testing, and Implementation Phase.
- Requirements gathering experience using JAD Sessions & Conducting User Interviews and preparing functional documents like Use Cases and Software Requirements Specifications (SRS).
- Experience in data migration from Tableau, Excel, MS Outlook, and Legacy Systems using Data Loader, Import Wizard
- Experience in different CRM and Clouds including Salesforce, and Hubspot.
- Experience in domains – CPQ, Survey, Telecom, Health, Education

## Technical Skills

- |  |                    |                                   |                 |
|--|--------------------|-----------------------------------|-----------------|
| • Business Analysis                    | • Documentation    | • Client Interaction              | • Testing       |
| • Requirement Gathering                | • User Story       | • Diagrams                        | • Flow Chart    |
| • CPQ                                  | • Sales Cloud      | • Reports & Dashboards            | • Hubspot       |
| • Data Migration Tools                 | • Salesforce Admin | • User Training                   | • Test Cases    |
| • Project Management                   | • Team Management  | • Jira                            | • Demonstration |
| • MS Excel, Word, PowerPoint, MS Visio |                    | • Agile & Waterfall Methodologies | • Tableau       |

## Certifications

- Hubspot Sales Hub Implementation
- Hubspot Marketing Hub Implementation
- Hubspot CMS Hub Implementation
- Salesforce Administrator
- Salesforce Advance Administrator
- Salesforce Business Analyst

## Work Experience

➤ **Girikon Inc, Noida, India**  
**Senior Salesforce Business Analyst**

**March 2022 – Till Date**

### Internal Projects-

#### Project 1- CPQ app to develop for HubSpot marketplace:

- Weekly review meeting with the Business team on the progress of project implementation and document business suggestions/changes.
- Defined the Scope of the project.
- Defining adaptive AI model to use in creating Price rules.
- Collaborated with the Solution Architect to define how the features would be implemented.
- Collaborated with QA, defined use cases, and reviewed the Test cases.
- Defined the Business Requirements and continuous improvement required.
- User Stories writing
- Documenting Technical Documents, Requirement Documents, and User Manual.
- Gap analysis, defining MVP, Release Planning.

#### Project 2- Survey Form app to develop for Salesforce marketplace:

- Creating user stories, JIRA Board Management & co-ordinate with the development team.
- Design mock-up screens, and business process flow diagrams.
- Defined the Scope of the project.
- User Stories writing
- Create product video, script, and voiceover.
- Provide demos to the Business team as part of regular Show & Tell.
- Collaborated with the development team to define how the features would be implemented.
- Collaborated with QA, defined use cases, and reviewed the Test cases.
- Defined the Business Requirements and continuous improvement required.
- Documenting Technical Documents, Requirement Documents, and User Manual.
- Gap analysis, defining MVP, Release Planning.
- Host webinars on a regular basis on the new features.

### Client Projects 3- Data Migration

- Have experience with maintenance, Data migration, and implementation projects.
- Requirement Gathering and Scope-defining.
- Business Process Analysis.
- Feasibility analysis and Solution Evaluation.
- Data Analysis and collaborated with Data Engineer/Architect to define the solution.
- Stakeholder management and communication
- Collaboration with QA for UAT/Acceptance criteria/business rules
- Change Management

**Tools:** JIRA, Excel, Visio, Draw.io, Word, PowerPoint, Hubspot, Salesforce, Tableau, Data loader, CPQ

➤ **Smile Foundation, Delhi, India**  
**Business Analyst**

**Aug 2017 – March 2022**

### Key Responsibilities:

- Review meetings with business stakeholders and managers.

- Responsible for all kinds of salesforce admin activities and monthly reports & dashboard generation.
- Weekly review meeting with business & dev team on progress implementation and delivering business suggestions/changes.
- Provided various training sessions to users business-wise.
- Review meetings with business taking new enhancement requirements and delivering to the Dev team.
- Preparing requirement analysis and business requirement documents.
- Preparing unit test cases and doing testing in UAT.
- Conducting user training & open house sessions.
- Prepared object and field mapping sheets to load the data as per the instance.
- Understanding the requirements and discussing them with the team as well as the client.
- Define, plan, coordinate, and obtain information requirements to support and launch new products and software releases.
- Act as the point of contact between the business units and IT.
- Developing reports, building test cases, and conducting unit & regression testing; optimizing the performance of the reports.
- Customizing processes in line with the guidelines specified by the client, ensuring smooth project implementation and product go-live.
- Coordinating with users for requirements gathering, analysis & testing of applications, and managing the smooth implementation of the same.
- Partner with the business and IT groups to find solutions for projects and operational issues.
- Created test cases and scenarios based on the client's requirements.
- Reporting the status of testing progress and issues pending to the manager on a weekly basis.
- Taking feedback from the team lead and consciously working for improvement,
- Experience in salesforce administration-related work including data loader, report & dashboard, objects, and fields, and data verification post-migration.

#### **Tools:**

Salesforce, Excel, Draw.io, Word, PowerPoint, Tableau, Service Cloud, Data loader, CPQ, Sales Cloud

➤ **ManpowerGroup Services India Private Ltd**  
**Associate (Analyst)**

**Sep 2014 - March 2016**

#### **Key Responsibilities:**

- Creating monthly reports & dashboard generation,
- Responsible for data collection, data clean-up, analysis, etc. Managed, updated, and manipulated report orientation and structures with the use of advanced Excel functions.
- Compile different types of reports as per client requirements.
- Provide data and analysis in a timely manner and verify the accuracy of data analysis.
- Prepare monthly business review and quarterly business review dashboards to be discussed during the performance meetings with the leadership.
- Performs any other related duties as required or assigned.

**Tools:** MS Excel, MS Word, MS PowerPoint

#### **Education**

Bachelor's Degree (BA) from V.B.S Purvanchal University, Jaunpur, Uttar Pradesh, India