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| **Shefali Arora**  **Email: sasharora8@gmail.com**  **Phone: 469-626-8693** | **Graphical user interface, text  Description automatically generated** |

**PROFESSIONAL SUMMARY:**

* **Salesforce Admin Certified Project Manager** with 0ver **10+ years** of experience as Salesforce **Project Manager in Salesforce.com CRM platform** and experience in Salesforce Setup Menu, Configuration, Custom Application Development, Administration, Data Migration and Deployment of applications to Force.com platform.
* Provide thought leadership and consultation throughout the life cycle of a Salesforce Community Cloud implementation.
* Hands on experience in using Salesforce Data loader for data management in platform and good knowledge in cast Iron and Informatica.
* Experience in Outlook Integration in Salesforce and administration, configuration, implementation and support of Salesforce CRM and Salesforce applications.
* Shared perspective and knowledge of Community Cloud Practice initiatives with team members.
* Experienced in creating **Lightening pages inside Lightening Community Builder.**
* Experience working in the following: Salesforce.com areas, Sales Cloud, Marketing Cloud, Service Cloud, Community Cloud, Salesforce Integration, Data.com and **Salesforce CPQ.**
* Experience in data migration and updates through the tool App Exchange Data Loader, Informatica Data Loader in Salesforce.com.
* Experience working across various SFDC implementations covering Sales cloud, Community Cloud, Service Cloud, Call center, **Marketing Cloud, Chatter & App-exchange applications.**
* Possess skills of administration, configuration, implementation, and support of Salesforce CRM, and Salesforce SFA applications based on Apex Language and leveraging Force.com Platform-world's first commercial Software as a Service (SAAS) application running in Cloud Computing Environment.
* Used Community Cloud to build deeper relationship with customers to provide better service and assist them through online.
* Knowledge and experience in querying Salesforce.com database using **SOQL & SOSL** queries using Force.com Explorer.
* Experienced in implementing **Lightning Components, Visualforce Pages, Web Services Components, Tabs, Custom Objects, fields, Workflow, Triggers, Validation Rules, Process Builders, Reports, and Dashboards** to achieve complex business functionalities.
* Created and maintained Salesforce reports and Dashboards Opportunity Pipeline reports for the senior management to review weekly, monthly and quarterly Onsite and Open Enrolment sales for Candidate Select clients.
* Expertise in Salesforce.com CRM integration, developing and deploying custom integration solutions and along with this experience with managing the complex data.
* Extensive experience working with business users as well as senior management.
* Strong fundamentals to conduct Risk Analysis and elaborate alternative solutions.
* Good knowledge of **Business Process Modeling** and **Business Re-Engineering**

**EDUCATION:**

* **Bachelors in Business** – University of Michigan, Ann Arbor

**Technical Skills:**

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| **Salesforce Skills**: | Service Cloud, Sales Cloud, Marketing cloud & Communities, Workflow Approval automation, Custom page layouts, Formula functions, Data modeling and schema, Debug and audit trails, Custom reports and dashboards, Triggers, Sharing setting, Validation Rules, Profiles & Roles, Permission sets, Dependent fields. |
| **Salesforce Tools** | Eclipse, Apex Data Loader, Force.com Platform (Sandbox and Production). |
| **Business Skills** | Business Process Analysis & Design, Process Improvement and Implementation assessment, Requirement Gathering, Use Case Modeling, JAD/JRP Sessions, Gap Analysis, Impact Analysis, ETL. |
| **Methodology** | RUP, Agile, Scrum and Waterfall |
| **Programming Languages** | C, C++, SQL, PL/SQL, HTML, XML, DHTML, CSS. |
| **Management Tools** | SharePoint, Requisite Pro, Rational Rose, ClearQuest, MS Visio, |
| **Databases** | Oracle, DB2, MS SQL Server. |
| **Operating Systems** | UNIX, Windows, MS-DOS |
| **Testing Tools** | HP Quality Center, TOAD, JIRA, Agile Accelerator |

**Professional Experience:**

**Fifth Third Bank, Cincinnati, OH Jan 2018 to Present**

**Salesforce Project Manager**

Fifth Third Bank, one of the most reputed and prestigious banks in America, provides banking services to over 5.7 million customers. The scope of the project is to upgrade their existing web-based loan application system to include additional functionality features. This provides customers with a user-friendly environment to apply for their loan application online.

**Responsibilities:**

* Direct the strategic planning process and establish key processes.
* Monitor and manage key deliverables of the strategic plan.
* Interact with various business user groups for gathering requirements for the salesforce.com CRM project, implementation and Data Centralization.
* Involved with creating a functional specification that describes the solution requirements, the architecture, and the detailed design for all the features.
* Plan, manage and execute course of large and complex projects in a PMO providing day to-day management and oversight to the portfolio, following established project management methodology.
* Facilitate Agile/Scrum meetings and serve as the Scrum Master (using Agile tools Version One, JIRA and RALLY) to oversee internal developers and vendors’ issues to address customer needs and project requirements in a quick turnaround time.
* Manage the requirements gathering, code review and development of updates to and the creation of pages using Apex/Visual Force in working with developer and SMEs.
* Coordinate the work of creative and technical staff, which includes engineers, designers, developers, operations and cloud support, business analysis, quality assurance, security, and system administrators.
* Analyze requirements and translate them into logical component based technical design to support business processes.
* Administer, configure, and monitor the client’s Salesforce CRM.
* Extensively use Apex Data Loader for Inserting new records, Updating existing records, Upsert, Delete, and bulk Import/Export of data from Salesforce.com Objects.
* Use Salesforce for Outlook, Entitlement Management and Create Milestones for supporting the process to resolve cases.
* Migrate group of users from Salesforce Classic to Lighting UI.
* Work with Dynamic Apex to access Objects and Field describe information, execute dynamic SOQL, SOSL and DML queries.
* Deploy changes from one environment to another by using Change Sets, Eclipse IDE, and Force.com IDE plug-in.
* Create and develop Wave Apps, Datasets, Lenses and Dashboards in Einstein Analytics.
* Work with Salesforce Sales Analytics and Service Analytics standard applications in Einstein Analytics.
* Use Excel extensively to operate on less than 100K records and use Microsoft Access to operate on over 100k Records as excel is slow to process records over 100K.
* Design training documents and train users on new features with each release.

**Toyota Financial Services - Torrance, CA Jul 2016 to Dec 2017**

**Salesforce Project Manager**

At TFS, responsible for analyzing and interpreting data in order to support the objectives of the Human Resources department and our business partners. Also, responsible for combining data from all HR systems to produce a holistic view of our associates and HR programs that affect them

**Responsibilities:**

* Followed Agile Scrum for the SDLC methodology.
* Facilitated Scrum planning meetings to coordinate between Clients, Product Owner, Dev and QA teams.
* Shadow and assisted some of the Product Owner activities by providing high level estimates, prioritizing stories for the sprint and maintaining backlogs and release plans.
* Performed GAP analysis by communicating with business head regarding the existing system and upgrades required.
* Interfaced with users to gather reporting and business requirements to create user stories, analyzed workflow and created new business processes and used JIRA to document use cases and user stories.
* Helped create sprint backlogs from the product backlog after sprint planning.
* Successfully customized SFDC interface Responsible for performing administrative functions in Salesforce CRM such as create/modify pick-lists and lookup fields.
* Key member of executive team developing sales and marketing strategies for a cloud-based Case Management Solutions Company and created detailed data mapping document for integrating various systems with Salesforce.com.
* Worked on End to End Implementation and Integration of Apttus Contract Management and Echo Sign with Salesforce and Integration of Marketo with Salesforce.
* Administrated and monitored the company's Salesforce CRM application using Business Process Management especially workflow management.
* Collaborated with client to gather business requirements, translated those requirements into Marketo and Salesforce.com
* Built and deployed marketing campaigns within the Eloqua marketing automation platform.
* Worked on various Salesforce.com standard objects such as Campaigns, Leads, Accounts, Contacts, Opportunity, Forecast, Cases, Reports and Dashboards.
* Lead strategy development and execution for campaign management and email marketing, lead flow, and database integration and management with Eloqua and Salesforce.
* Created UML Diagrams using MS Visio such as Use Case, Current State Diagram, Future State Diagram to communicate AS IS and TO BE processes
* Participated in offshore meetings with implementation partners.
* Updated roles, profiles, and users as per the new requirements from acquired companies and customized tabs for different business users' groups and business centers.

**ServiceSource - SFO, CA Feb 2011 to Apr 2016**

**Business System Analyst/ Finance System Analyst**

**Overview:** Zenith 1P is a Service Cloud Solution built using Salesforce cloud that helped ServiceSource’ s customer to effectively track and monitor their renewal process through various channels. We have developed a base package with common set of functionalities for various customers of ServiceSource. Each client (tenant) was on-boarded to Salesforce with required data migration from MS Dynamics / flat files using SSIS packages. On successful on-boarding of customer, customer specific requirements were addressed in later releases.

**Responsibilities:**

* Leverage thorough understanding of the business process and related information systems to create current business process map (“as is” process map).
* Facilitate business requirements gathering sessions with the business owners and key technical resources.
* Conduct user interviews, analyze business needs, and propose system solutions.
* Elicit business and user requirements from business partners using a variety of Industry Standard/Best Practices techniques.
* Use a variety of proto-typing techniques to validate and verify that the proposed solution will meet the business and user requirements.
* Translate the business and user requirements into system requirements.
* Document, categorize and prioritize business, user and system requirements.
* Collaborate with business partners to define acceptance criteria for proposed solution.
* Validate requirements for quality attributes, such as clarity, conciseness, correctness, completeness, testability, and traceability.
* Strong understanding of testing methodology.
* Expertise with Administration and Configuration of Salesforce.com CRM to populate and maintain data.
* Involved in SFDC implementation and maintenance of CRM functionality.
* Collaborate with project managers in defining detail tasks for project plans.
* Create and present project status to various levels of company and BTS Management.
* Collaborate with business partners to analyze and understand business problem/need.
* Develop/Maintain test plans, use cases suitable for UAT.
* Develop and maintain traceability matrix.
* User and system documentation including user ID's, access control, and audit requirements.
* Review and approve project documentation, including estimates, business requirements, design documents, technical documents, test plans, and test results.