

**PROFILE SUMMARY**

* **Certified Salesforce Administrator** /**Business Analyst** Around 8 Years of Information Technology experience of working in specifying, analyzing and requirements gathering for **critical business applications.**
* Experience of workingwith **Sales Cloud and Service Cloud and Salesforce.com**.
* Participated in all phases of software development lifecycle (**SDLC**). Good understanding of the principles and best practices of Software Configuration Management in Agile, Scrum methodologies
* Led and Participated in Agile/Scrum rituals **(Backlog Refinement, Sprint Planning and Review, Retrospectives, Daily Scrum)** to provide guidance to the Agile product development process.
* Expertise in collaborating with Scrum team members including **Product Owner and Scrum Master**; proficient in creating SCRUM artifacts like User Stories / Backlogs, Burn-down charts.
* Experience in well communicating with **Stakeholder, project owners** and different cross functional teams.
* Used **JIRA** for agile project management, creating product backlog, sprint backlog and bug tracking
* Excellent understanding of **Salesforce.com** in terms of Organization hierarchy, Object-Level Security (**Profiles & Permissions Sets**), Record-Level Security (**OWD, Sharing Rules, Manual Sharing and Role Hierarchy** based on Organization role hierarchy), **Field-Level Security, Account Teams, Opportunity Teams, Case Teams and User Management.**
* Extensive business knowledge on **Campaign Management, Lead Management, Sales Processes, Product**

**Management, Service processes & Case Management and customization.**

* Experience on working with various Salesforce.com standard objects like **Campaigns, Leads, Accounts, Contacts, Opportunities, Products & Price Books, Cases, Forecasting, Reports and Dashboards**.
* Experience creating Lightning processes (**Process Builder**), multi-level **Approval Processes, Workflow Rules**, **Email templates, Global Actions, Visual Flows, Validation Rules and Duplicate Matching Rules**.
* Experience creating **Lead/Case Queues, Lead/Case Assignment Rules, Case Escalation Rules, Web-to-Lead & Email-to-Case.**
* Experience creating complex **Reports & Dashboards** for Business Leaders, **Dynamic Dashboards** for Sales users and Service users.
* Experience creating **Apps, Custom Objects, Custom fields, Record Types, Page layouts, compact page layouts** and various other components as per the client and application requirements.
* Experience in migrating from **Salesforce classic UI to Lightning Experience**.
* Experience of using **Import wizard and Data Loader**.
* Experience working with CRM Fusion Demand Tools to de-duplicate existing data and People Import to find & merge duplicate Leads/Accounts/Contacts during insert.
* Extensive experience in analyzing organization processes, **converting business workflows into exact Salesforce.com workflows and configuring Salesforce.com** to meet business requirements.
* Experience in creating detailed process documentation and deployment process on issues for Future Follow ups. Worked on the designing of custom objects, custom fields, role-based page layouts**, custom reports, report folders**, report extractions to various formats, Snapshots and various other components as per the client and application necessities
* Experience with full **Salesforce Development Life Cycle** (Analyzing business requirements and planning functional requirements, Design & Implementation of a solution, Testing, Change Management and Data Migration)
* Worked on **Record Types, Validation Rules, Triggers** and **Page Layouts**
* Worked on **Workflow Rules**, **Page Layouts**, **Approval Process**, Tasks, Email Alerts, Field Updates and **Outbound Messages** to manage the Workflow & Approvals
* Experience of developing **Apex Classes, Apex Triggers, Standard and Custom Controllers, Visualforce Pages, Lighting Components.**
* Proficient in using Microsoft Word, Excel, Power Point, and Visio.
* Experience developing training materials and training the users.
* Team player with ability to work effectively with all levels of organization and individually as well.

**CERTIFICATIONS**

**Salesforce Certified Administrator** (Id # 21367953)

**EDUCATION**

**Bachelor of Computer Science & Engineering** from Jawaharlal Darda Institute of Engineering and Technology

Yavatmal, Maharashtra -India

**TECHNICAL SKILLS & COMPETENCIES**

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| **Tools:** | MS Office, MS Visual Studio, MS Project, JIRA |
| **Programming Languages:** | C, C++, Java, JavaScript, CSS, HTML, C#, COBOL |
| **Databases:** | SQL SERVER, Oracle, MySQL, DB2 |
| **Salesforce Tool and Technologies** | Salesforce CRM, Salesforce Automation, Security Controls, Workflow & Approval Processes, Lightning Experience, Visual Workflow, Process Builder, Custom Objects, Reports & Dashboards, Web-to-Lead, Auto Response Rules, Data Management, Entitlement Management, Email Administration, Change Sets, Apex Language, Web-to-Lead, Lead Management and Assignment Rules. |

**PROFESSIONAL EXPERIENCE**

**NOVARTIS PHARMACEUTICALS, NJ**

**SALESFORCE BUSINESS ANALYST/SENIOR ADMINISTRATOR JANUARY 2019 TO Till Date.**

**Description:** Novartis is a Swiss multinational pharmaceutical company based in Basel, Switzerland. Information is the lifeblood of Novartis. As this company grows, we needed both deep business process understanding and effective use of technology tools to help us scale. The scope of the project was to create a combined Business Intelligence dashboard for business users to generate reports on dashboard basis to facilitate business decision making.

**Responsibilities:**

* Facilitated **Scrum meetings, Daily Stand-up, Sprint Planning, Backlog Grooming, Epic** and **Story**

**Estimation, Sprint Review and Demo,** and **Retrospective.**

* Participated in various meetings and discussed enhancements and modifications with business users, **stakeholders** and **product owner.**
* Translated the requirements to **user stories** for the Tech team to understand the business vision.
* Worked on **Service Cloud** with functionalities like **Case Management, Email to Case, Case Assignment, and Knowledge Base.**
* Created **Page Layouts**, Search Layouts to organize fields, Custom Links, Related Lists, and other components on a record detail and edit pages.
* Created modern Enterprise Lightning Apps combining Lightning Design System, **Lightning App Builder** and
* **Lightning Component** features.
* Responsible for Business Analysis and requirement understanding, Development and data modelling.
* Manages Users, Role Hierarchy, **Profiles, Permission sets**, Sharing Rules, Public groups, Case teams and Queues as per needs.
* Extensively used **Apex Data Loader** for Inserting new records, updating existing records, Upsert, Delete, and

bulk Import or Export of data from Salesforce.com Objects.

* Works with Applications in **Salesforce Lightning**.
* Created Lightning Pages using **Lightning App builder**and assigned them to Profiles, Apps and Record types.
* Created **Record types** and Page layouts to support different business processes.
* Works extensively with **Reports**and**Dashboards** based on business requirements.

Works with various **Standard objects** such as Accounts, Contacts, Opportunities, Cases and Contracts

* Works in Agile methodology and participated in daily meetings and presentations in the organization.
* Designed**Lookup relationship** fields**, Master detailed relationship** fields**, Formula fields, Validation rules, Process builders, Workflows** and **Approval processes, Duplicate rules** etc.
* Deployed Salesforce components using Inbound and Outbound change sets for every sprint release.
* Supports Users on Issues related to Salesforce application.
* Used **Case Automation Tools** (Queues, Assignment rules, Auto-response rules, Escalation rules, Macros) which allows users to track and resolve customer issues quickly.
* Worked with senior team members to analyze of each product and its competitor, to integrate new product, and optimize existing products
* Worked on data migration from databases to SFDC using Data Loader
* Created custom Reports based on business need and associated them to Dashboard
* Created Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and OutboundMessages to manage the Workflow & Approvals
* Worked on Record Types, Validation Rules, **Triggers** and Page Layouts
* managing project life cycle such as process analysis, user meetings, requirements development and review, testing, implementation, and go-live.
* Written Triggers on standard objects like opportunity.
* Created **Visualforce pages**.
* Closely monitored the Testing, Performed Smoke tests, Facilitated UAT Sessions, worked on defect life cycle using **JIRA.**

**Environment**: Agile, Scrum, Saleforce.com platform, Data Loader, Apex Triggers, Reports, Dashboards, SOQL, SOSL, Visualforce page, Record types, Page layouts, Search layouts, Sharing Settings, Profiles, Permission sets, Windows.

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**ALLERGAN Madison NJ**

**SALESFORCE ADMIN / BUSINESS ANALYST SEPTEMBER 17 - NOVEMBER 18**

**Description:** Allergan, who’s headquartered in Dublin, Ireland, is a global pharmaceutical company and a leader in a new industry model–Growth Pharma, focused on developing, manufacturing and commercializing innovative branded pharmaceuticals and biologic products for patients around the world. Allergen needed salesforce to setup CRM system to capture field force optimization. This system captures daily calls made by the Rep to the doctors, samples dropped and information on promotional material delivered, Opportunity/Sales Management, Data Migration, Reports & Dashboards.

**Responsibilities: -**

* Wrote **user stories**, interacted with various business user groups for gathering the requirements for **Salesforce implementation** and documented the Business and Software Requirements.
* Facilitated **Scrum meetings, Daily Stand-up, Sprint Planning, Backlog Grooming, Epic** and **Story**

**Estimation, Sprint Review and Demo,** and **Retrospective.**

* Coordinated with **Business stakeholders** and UI team for developing User interface designs.
* Migrate data & code using **Data Loader** & Force.com Migration Tool, Eclipse in SFDC environments.
* Involved in **Case Management** configurations like Email to Case, Workflows, Validation Rules, process Builders, Case assignment rules, and Process Builders.
* Develop and create customized **Reports** and **Dashboards**.
* Involved in suggesting the best practices to be followed by the team related to **Service Cloud Console**, and **Data security setup.**
* Created new **custom objects**, assigned fields, custom tabs, components, custom reports as per the requirements.
* Involved in gathering customer requirements from business user teams spread over the Sales, Marketing and Customer service.
* Maintained and gave permissions to communication templates based on **Profiles**
* Assist in the environment refresh and maintenance activities.
* Involved in Requirement Analysis and Design of the Solution.
* User maintenance, resolving end user access issues and day to day basis support tickets.
* Data sharing and Database de-duping and cleanup.
* Assist Project and apps teams with setting up accesses and profiles for their users.
* Customizing **Company Profile**, **Security Controls** and Communication Templates of the organization as
* per the organization requirements.
* Reviewing and deploying the software builds of the mission critical enterprise level applications that are running in the multiple salesforce organizations.
* Coordinate the setup of controlled test environments.
* Worked on various salesforce.com **standard objects** like Accounts, Contacts, Leads, Campaigns, Reports and Opportunities
* Involved in creating gap analysis document, clearly identifying the data, business process and work flows of the organization with respect to salesforce.com implementation
* Used **Data Loader** for insert, update, and bulk import or export of data from Salesforce.com Objects. Used it to read, extract, and load data from comma separated values (CSV) files.
* Developed salesforce **Lightning application** using **Lightning Process Builder, lightning components**.
* Did integration using **REST API** and **SOAP API**.

**Environment:**Agile, JIRA, Salesforce, Apex Data Loader, Mozilla Firefox, Internet Explorer, Microsoft Excel, APEX Web services, Salesforce Security model, API, AppExchange deployment

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**SALESFORCE.COM - DALLAS, TX**

**SALESFORCE ADMIN                                                                       MARCH 2016 TO JULY 2017**

**Description: -** Salesforce.com inc is a cloud-based software company**.** It provides (CRM) [customer relationship management](https://en.wikipedia.org/wiki/Customer_relationship_management) service and also sells a complementary suite of enterprise applications focused on customer service, marketing automation, analytics, and application development.

**Responsibilities:**

* Performed the roles of Salesforce.com Administrator in the organization
* Interacted with various business team members to gather and documented the requirements
* Coordinated with users to determine requirements and prepared design documents
* Performed detailed analysis of technical and business requirements.
* Worked on various salesforce.com **standard objects** like Accounts, Contacts, Leads, Campaigns, Reports and Opportunities.
* Designed, Implemented and deployed the **Custom objects**, Page layouts, Custom tabs, and Components to suit to the needs of the application
* Involved in Salesforce.com application setup activities and customized the apps to match the functional needs of the organization
* Developed various Custom objects, Tabs, Entity-Relationship data model, validation rules, Components
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com Objects.
* Designed and deployed **Custom tabs, validation rules, workflow, Approval Processes** and **Auto-Response Rules** for automating business logic.
* Implemented **pick lists, dependent pick lists, lookups, master detail relationships, validation** and **formula fields** to the custom objects and defined related tasks**, time-triggered tasks, email alerts, field updates** to implement business logic.
* Created and maintained **Users, Profiles, Permission Set** and **Roles** to fit the security needs of the user.
* Worked in **Sales Cloud, Service Cloud, Call Center, Chatter** & **App-exchange** applications.
* Involved in migrating the data from database to Salesforce application using **Data loader**.
* Created various **Reports, Report Folders** and **dashboards** to assist managers to better utilize Salesforce as a sales tool and configured various Reports for different user profiles based on the need in the organization.

**Environment**: Salesforce.com Production, Salesforce.com Sandbox, Lightning Experience, Lightning Components, Apex Data Loader, Salesforce Service cloud, Reports, Dashboards, Workflow Rules, Complex Approval Processes, Visual Workflow, Security Controls, Email-to-Case, Case Escalation Rules, Data Management, Desktop Administration, Email Administration, Lightning Components, SQL Server 2008, Java Script, Microsoft Office.

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**CAPGEMINI CONSULTING INDIA – MUMBAI AUGUST 2006-AUGUST 2008 MAINFRAMES DEVELOPER**

**Description:** - **Nordea** is the leading financial services group in the Nordic and Baltic Sea region serving approximately 10 million customers. Nordea is providing a wide range of products, services and solutions within banking, asset management and insurance. Nordea is one of the leading banks in Nordic sections including Denmark, Finland, Norway and Sweden.

**Responsibilities: -**

* Supporting the applications and working on the problem logs assigned
* Estimation and impact analysis for the major/minor improvements
* Enhancement activities for the existing applications.
* Ensure the quality of deliverables as per Nordea guidelines
* Design Mainframes App using **COBOL**, **VSAM**

**Environment**: Mainframes, COBOL, VSAM, **DB2**