



replytosamiya@outlook.com



+ 91 9987752647 (IN)



Girgaon, Mumbai - 400004, India

DOB:

03/04/1992

VISA status:

B1 Visa for USA

## SKILLSET

- CRM Solution Architect
- SFDC Developer
- Product Owner
- CRM Consulting
- Banking Domain SME
- Insurance Domain SME
- Wealth Management SME
- Salesforce Admin
- Sales Cloud Consulting
- Service Cloud Consulting
- Presales
- Defect Management
- SDLC Lifecycle Management
- BRD, FSD, Use Cases, RFP, SOW, Requirement Gathering

## EDUCATION

- Bachelor of Engineering in ENTC**
- 2009-2013
- Mumbai University
- Grade A
- Higher Secondary Education, Science**

## Samiya Shaikh

(Specifically looking for Remote opportunities in SFDC)

### Salesforce Consultant | Salesforce Developer, Admin| Scrum Master |

- Seasoned IT professional with 6 plus years of experience in providing CRM Consulting to renowned Financial Services Customers across the globe as well as with multiple domain expertise.
- End to end CRM Consulting experience for Sales, Services & Marketing aspects of Businesses.
- Exposure in SDLC Phases for Presales, Requirement Gathering, Development, UAT, SIT, Go Live & Support. Confident, Logical, & Smart Individual with quick grasping, Negotiation skills, Good Mentor, Team Player & Passionate Learner. Technology evangelist for Sales, Services Process Transformation in CRM.
- ❖ **Salesforce Certified Admin (2020), Plat Dev 1 ( in progress)**
- ❖ **Certified Scrum Master & Six Sigma Green belt professional (2020)**
- ❖ **Bachelor of Engineering in Electronics & Telecommunication (2013)**

#### ➤ **WarpDrive Techworks, Bengaluru, Mumbai**

##### SFDC CRM Consultant

Sep 2019 - Present

1

Working as a Salesforce Consultant from Parent Organization 'WarpDrive Techworks LLC' for clientele as follows :

- Renowned United States based Retirement Investment Plans firm  
**Project Description:** Client is a leading provider for Retirement Plans 401k in USA. The existing system is on Salesforce Financial Services Cloud which manages - Plans, Cases, Participants, Contributions, investor Profile etc. under different Objects. There were two projects-
  - One related to Plan migration which was earlier on Opportunity object to a newly designed Custom object.
  - Other Project is related to Incident Management with Integration to web portal, email to case.

**Responsibilities/ Achievements:**

  - Scrum Product Owner for SDLC cycle
  - Gathered High level Requirements, performed Analysis and Implement CRM solutions in Sales, Services & Marketing Cloud
  - Admin setup & development for SFDC on Opportunities & leads
  - Salesforce Migration & Merging of 3 environments
  - Conducting User Stories session with Business Users & Stakeholders
  - Communicating process changes to Implementation & Development teams
  - Documentation for BRD, FRS, Use Cases as per the Client requirement
  - Resource & Efforts Estimation for SOW
  - Conducting Daily presentations & Stand-up calls
- Media & Entertainment Customer based in LA, USA  
**Project Description:** Client is an MNC in Media Entertainment industry providing subtitling services to premiere Media Broadcast companies like Netflix.
  - Their Salesforce Requirement was on Sales Cloud Implementation that includes Leads, Opportunities & Forecasts, Quotes, and Invoices with SAP Integration as a scheduled Batch job.
  - There was another requirement for Desk.com to Service Cloud Migration.

**Responsibilities/ Achievements:**

  - Lightning experience rollout for Sales Cloud & Service Cloud
  - High Level Solution Design for SFDC Architecture
  - Sales cloud setup for Accounts, Contacts, Opportunities, Leads, Forecasts
  - Desk.com Migration & Service Cloud rollout
  - SAP Integration with Salesforce
  - Linked In, Slack, Asana, Mailchimp & Outlook Integration with SFDC
  - SPOC for complete project cycle
  - Desk.com migration to Service Cloud
  - Defining Case Management process in Service cloud
  - Reports & Dashboards setup

- 2007-2009
- St Xavier's College, Mumbai
- Grade A

- **Secondary School Education**
- 2007
- YLHS, Mumbai
- Grade A

## LANGUAGE

- IELTS (Band 7- L:8 ,R : 7 ,S : 7,W:6.5 )

## INTERESTS

- Swimming, Running,
- Artworks, Dance Music
- Exploratory Travel
- Technology Evangelist

## RECOGNITIONS

- Performance Award by L&T Infotech
- Team Award by L&T Infotech

- Data Migration Import/ Export & clean up

3. NBFC providing MSME, Auto Loans

**Project Description:** Client is an NBFC providing Auto Loans.

Salesforce requirement was around LOS Lead Management system with possible API Integrations.

### **Responsibilities/ Achievements:**

- LOS Implementation in Salesforce Sales Cloud
- Loan Application Initiation via Web to Lead
- Integration with UADAI website, Credit Check portal

4. Presales Initiatives

- Involved in Salesforce CRM Presales activities & Proof of Concepts for clients in multiple domain as follows:

- Ecommerce platform - One of the Biggest
- NBFC providing Auto Loans
- NBFC providing SME Loans
- Boutique Wealth Management Firm
- Manufacturing Industry
- Handled Presales Activities for Response to RFPs/RFIs
- Demoes with clients, to Salesforce AEs
- Meetings with Project Leads, Salesforce, Partners

### ➤ **Acidaes Solutions Pvt. Ltd. - Mumbai**

#### **CRM Consultant**

*July 2016 - June 2019*

Worked as a CRM Consultant from Parent Organization 'Acidaes Solutions Private Ltd' for clientele as follows :

1. Largest Bank in ME with Retail, Corporate & Islamic Banking segments

### **Responsibilities/ Achievements:**

- Analysed Sales, Services & Marketing Processes for Retail, Corporate & Islamic Banking segments. Provided consulting to increase Customer Retention & Sales.
- Modelled and analysed Business processes from technical perspective for integration with external financial systems – Finacle, Newgen BPM.
- Gathered High level Requirements, performed Analysis and Implemented BPM equivalent for banking processes.
- Conducted User Stories session with Business Users & Stakeholders.
- Part of an Integrated Development Team
- Daily communication with Bank's IT Team to understand and Provide Business Solutions.
- Documentation for BRD & FRS, as per the Client requirement.
- Prepared Use cases for understanding of requirements for core Banking processes

2. Largest Bank & Insurance Group in India  
**Responsibilities/ Achievements:**
  - Aligned for End to End Requirement Gathering of Largest Module 'Customer Servicing' along with Renewals & Policy Servicing for SBI Life with Understanding of existing systems Sales & Services Processes & Integration Touch Points for SBI Life CRM Implementation Phase 1 & 2.
  - Involved in End to End analysis of Lead Management system for Banking
  - Worked on NPS Process Implementation.
  - Integration with Different Touch Points
  - CRM application is to support 15,000 live users from Branches & offices all over India with ~1 lakh Requests logged in a month for 85 lakh Policy holders.

3

➤ **Larsen & Toubro Infotech - Mumbai**  
**Trainee, Business Analyst & CRM Consultant**  
*Aug 2013 - Jul 2016*

1. International Bank  
**Responsibilities/ Achievements:**
  - Supported below Business Processes Workflows in CRM for Banking as follows:
    - Customer On boarding
    - Retail: Customer Experience Management
  - Modelled and analysed business processes from technical perspective for integration with BPM Composers and monitoring
  - Prepared Use cases for understanding of requirements for implementation /Changes in Models.
  - Incidents handling
  - Process improvement initiatives

**TECHNOLOGY STACK**

Technology	Area	Last Used
Salesforce CRM	<ul style="list-style-type: none"> <li>▪ <b>Sales Cloud, Service Cloud Development</b></li> <li>▪ <b>Admin Setup not limited to:</b> Security settings, Roles, Profiles, Record Types, Layouts, Workflow rules, Flows, Process Builders, Classic to Lightning Rollout,</li> <li>▪ Assignment Rules, Escalations &amp; Alerts</li> <li>▪ Apex Triggers, Custom Objects</li> <li>▪ Email to Case, Web to Lead</li> <li>▪ Data Loader, Data Import Wizard</li> <li>▪ Territory Management</li> <li><b>CRM Objects/ Integration Worked on:</b> <ul style="list-style-type: none"> <li>▪ Accounts, Cases, Campaigns , Leads, Opportunity, Approvals</li> <li>▪ Contacts, Templates, Forecasts, Invoices, Sales Order</li> <li>▪ Reports &amp; Dashboards</li> <li>▪ Integration for CTI, Outlook, LinkedIn, Mailchimp, Docusign, Slack, Whatsapp &amp; other App exchange applications</li> </ul> </li> <li><b>Deployment:</b> <ul style="list-style-type: none"> <li>▪ Changesets</li> <li>▪ Azure Devops</li> </ul> </li> </ul>	<b>Current</b>
MS SQL 2019	<ul style="list-style-type: none"> <li>▪ Queries, SPs, Reporting</li> </ul>	<b>Current</b>
Azure Devops	<ul style="list-style-type: none"> <li>▪ Git Change Management, Migration</li> </ul>	
MS Office Apps/ Others	<ul style="list-style-type: none"> <li>▪ MS Visio, Word, Excel, PowerPoint, Lucid Chart</li> </ul>	<b>Current</b>
Core Insurance and Banking, Cards systems	Worked on APIs for below systems: <ul style="list-style-type: none"> <li>▪ Ingenium</li> <li>▪ Finacle, AFS Powercard</li> </ul>	<b>Current</b>
Incident management	<ul style="list-style-type: none"> <li>▪ Sharepoint 2019</li> <li>▪ JIRA Confluence 5.10</li> </ul>	<b>Current</b>

**EXPECTATIONS**

- Challenging Consulting & Developer Roles in Salesforce CRM & latest Technology

\*\*\*\*\*Thanks\*\*\*\*\*