**Shahrayar K.**

**Salesforce Admin – Salesforce Business System Analyst – Business System Analyst**

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**Summary**

* 10+ years of proven experience in developing and gathering business requirements and translating requirements into to user stories with acceptance criteria using the Agile Methodology.
* Skilled in working collaboratively with project teams in an Agile environment.
* Professional experience in administration, configuration, and Implementation of Salesforce Service Cloud and Sales Cloud.
* Strong hands-on experience with Salesforce Security setup using Profiles, Permission Sets, OWD, Role Hierarchy and Sharing Rules.
* Experience in implementing Look-up, Master-Detail relationships and automating business processes using Approval Process, Workflows, Process Builder, Lightning Flow Builder, Escalation Rules and Auto-Response Rules in Salesforce CRM.
* Extensive experience in configuring Custom objects, Custom fields, Page layouts, Validation Rules, Custom Tabs, Report folders, Report extractions to various formats and Email Generation as per project requirements.
* Worked with Congo and Apttus Intelligent Workflow Approval process.
* Worked on the Apttus Clm components and built on top of salesforce requirements.
* Worked with the sales organization to assist in the issuance of sales compensation plans, Apptus and Salesforce.com and the implementation of the plans.
* Functional expertise in Lightning UI, Lightning components, Collaborative Forecasting, Hierarchal and territory Management, Report Generation, and Dashboard Creation.
* Working knowledge on SFDC components like Custom Objects, Roles, Profiles, Workflow rules, Validation rules, Process builders, Flow builders, Email Templates, Approvals, Page Layouts, Users, Picklists and Permission sets.
* Emphasis on elicitation of requirements through research, formal-informal sessions, JRP, JAD sessions with Stakeholders and SMEs, business end-users.
* Proficiency in writing User Stories, Workflow diagrams, Sequence diagrams, use case diagrams, Decision modeling, generating POC’s and wireframes.
* Experience in Report Design, Development, Analysis, Testing, and implementation of various multi-Complex secure reports from multiple databases.
* Detail-oriented energetic team player, motivated with multi-tasking capabilities, problem solver, and hands-on leader with exceptional presentation and client/customer relation skills.

**Marketing Stack**

* Marketo,
* Pardot Lightning (B2BMA), InfusionSoft
* Salesforce Marketing Cloud, SharpSpring, Klaviyo,
* SendInBlue, Active Campaign,
* MailChimp,

**Project Management Tools**

* Jira
* Trello
* Asana
* Click up

**Salesforce Stack**

* SFDC Standard Object Configuration: Campaigns, Leads, Accounts, Contacts, Opportunities, Forecasts, Products, Assets, Contracts, Cases, Solutions, Ideas, and Custom Object development Field creation, Page Layout creation/editing, Related list customization, Record Types, Field Level and Object level security, role hierarchies, sharing models, Reports, Dashboards, Formula Fields and Cross Object, Formula Fields.
* Objects, Workflows, Approvals, Formulas, Automation, Validation Rules, Relationships, Page Layouts, Email Templates, Roles & Profiles, Reports & Dashboards, Security and sharing rules, AppExchange, Apex Data Loader Salesforce Platform (Sandbox-Configuration type) Data Security User Management, Process Builder, Flow Builder Workflows Approval Processes, Lightning Experience Customization Actions, Profiles, Roles, Email to Case, Web to Case Chatter, Email Templates, Schema Builder, Escalation Rules, Sharing Rules Assignment Rules.

**Data Analytics**

* Looker, Snowflake, Redshift, BigQuery, Google Data Studio, Google Analytics, Advanced Excel.

**Languages**

* HTML
* JavaScript
* CSS

**Professional Experience**

**The Resource Group (TRG)**

**Salesforce Marketing Cloud Consultant – Salesforce BSA (November 2021 - August 2022)**

**Responsibilities**

* Setup Social Studio workspaces and trained social media managers on how to use the platforms.
* Used Analyze dashboards in Marketing Cloud Social Studio to monitor social accounts, competitors and other social
* data.
* Processed, Augmented, Sorted and Directed the incoming social media content for proper follow up.
* Used Social Studio Automate along with Social Studio to reduce the manual handling of social media content.
* Assigned Social Studio Automate roles and permissions to accomplish various tasks such as add or edit data
* sources, rules, rule actions and rule conditions.
* Used HTML, CSS, AMPSCRIPT, SSJS and other technologies to build customized solutions that support critical
* business functions.
* Published and Accomplished some tasks in Social Studio Mobile as in Social Studio publish in desktop.
* Used SOAP and REST API in order to invoke triggered sends and update subscriber attributes in all subscriber list.
* Experience in auditing existing ESP's and providing recommendations on technology use cases.
* Used Marketing Cloud Social Studio Mobile Analyze to monitor discussions of owned social accounts and their broader conversions.
* Managed email and mobile marketing development, deployment, reporting and also developing a variety of
* automated retention solutions and lifecycle campaigns based on behavioral segmentation data.
* Track campaign metrics including sends, clicks through rates and other measures using Exacttarget.

**Salesforce BSA**

**Responsibilities**

* Involved in data mapping and migration of data from legacy systems to SalesForce.com Objects and fields.
* Worked on supporting Salesforce applications and handling Salesforce tickets on daily basis.
* Conducted Impact Analysis, reviewing all the objects and their relationships to the accounts, contacts and to-be- converted child objects to evaluate the scale of the impact.
* Oversee the sales funnel from when a lead enters Marketo to when it becomes an opportunity in Salesforce, the CRM tool.
* Worked on Salesforce CPQ (Steel brick) pricing using list, cost/markup, percent total, block, price rules,

and calculator plugins, system and user discounts and filter rule.

* Implemented Quote-to-Cash solution using APTTUS CPQ. Good understanding of the Apttus CPQ
* Data troubleshooting between Marketo & SFDC instances.
* Developed several PowerPoint decks used to showcase team progress that was ultimately presented to marketing leadership.
* Assisted in Business Case development of Salesforce.com studying the feature, functionality case and cost-benefit analysis study during the process.
* Led Gap Analysis studies while studying the CORE and non-CORE functionalities of in-house CRM-SPADE with cloud applications-Salesforce.com Oracle on-demand.
* Monitored and resolved the Service Requests, specifically, visibility issues involving Custom Profiles, Public Groups, and Sharing Rules.
* Designed Email templates that was used in workflow rules and time-triggered workflows.
* Responsible for data migration using Apex Data Loader in Salesforce.com.
* Worked with QA team to identify bugs and log the same in Jira.

**Asana (November 2017 – September 2021)**

**Sr. Business System Analyst – Salesforce Admin**

**Responsibilities**

* Worked on Agile Scrum Methodology for Salesforce implementation with iterative sprints system throughout the SDLC – facilitated daily scrum meetings, sprint planning meetings, sprint review meetings, and sprint retrospective meetings
* Assisted business process owners to effectively collaborate with business, marketing, technical and design teams to gather requirements from the appropriate sources and translated them to Business Requirement Documents (BRDs) and Functional Requirement Documents (FRDs)
* Elicit requirements from internal stakeholders and customers and created Business Requirements Documents and user stories.
* Performed Gap Analysis to identify process inefficiencies and provide appropriate solutions on a regular basis.
* Involved in Data Migration from Traditional Apps to Salesforce Using Data Loader Utility, Performed Data Migration from home grown legacy system to Salesforce CRM.
* Competitor Analysis, Planning and making Suitable Recommendations.
* Used SQLs to test various reports and ETL load jobs in development, QA and production.
* Used salesforce.com web service API for implementing WSDL in the application for access to data from external systems and web sites.
* Created Custom Controllers to make external web service callouts, validate and insert data, performed client Data Analysis and Recommendations.
* Conducting Impact Analysis, reviewing all the objects and their relationships to the accounts, contacts and to-be- converted child objects to evaluate the scale of the impact.
* Leading the data analysis to identify all the data conforming and not conforming to initial introduction from the customer, to identify relevant approaches.
* Engaged with business stakeholders to gather/analyze requirements and map them to solutions that leverage Salesforce functionality.
* Designed, Implemented, and deployed the Custom Objects, Page Layouts, Custom Tabs and Components to suit to the needs of the application.
* Usage of Bucket fields / Formula Fields in Reports / Export and scheduling Reports. CPQ Model where pricing was adopted from the cloud sense package.
* Developed Business Service and workflow in SIEBEL to implement Notification Logic form SIEBEL to Enterprise Broker Congured and used XML Adapter, Peoplesoft Adapter, B2E Bridge Adapter, Siebel Adapter, E-mail Adapter.
* Integrated Microsoft Outlook with Salesforce CRM which syncs email, calendar, tasks and reminders.
* Give partners an easy way to register and Track every Lead and with the help of CRM.
* Responsible for meeting with C-level executives to assess their current business needs, gather requirements, and walk the client through solutions and capabilities of the Salesforce CRM platform.

**Bain & Co. (April 2014 – October 2017)**

**Salesforce Business System Analyst – Salesforce Admin**

 **Responsibilities**

* Worked on custom visual force pages and associated Apex extension controllers and standard page layouts based on record type, Created and maintained a CRM database, implemented and managed data migration to the Salesforce platform, and integrated multiple third-party applications to improve retention and analyze donor data with custom reports and interactive dashboards for board members.
* Worked on Lightning Process builder flows, Connect API, Chatter and quick Action, Implemented Community Cloud lightning components in working ability for conversion of visual force pages into lightning.
* Practiced with the new Lightning Design System (LDS) which helps to create modern enterprise apps using Lightning App Builder quickly and easily and Lightning Components Performed.
* Experienced in migrating the standard and custom objects in standard experience to lightning experience. Upgraded some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages. Used field level security along with page layouts to manage access to certain fields.
* Worked on a comprehensive CRM strategy, defining Salesforce as the standard tool in both Sales Cloud and Service Cloud for the client.
* Created user Roles and Profiles and sharing settings, Interacted with Business Stakeholders to gather the requirements and implement the requirements on platform.
* Used field level security along with page layouts to manage access to certain fields.
* Designed and deployed Custom tabs, Validation rules, and Auto-Response Rules for automating business logic.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Created various Reports and Report folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports for different user profiles based on the needs of the organization.
* Dealing with Customer Acquisition and customer retention and good experience in working with various SFDC implementations covering Sales cloud, Service cloud, custom cloud, and Communities.
* Sound experience in integration of Salesforce.com applications with external systems using - SOAP and REST Web Services.
* Reported project status, software issues/concerns, and weekly team status reports to the QA Manager.
* Implemented Salesforce Service Cloud and Opportunity Management (Case management, Entitlement management, Product & price book, High volume customer portal, Partner portal, Visualforce sites) for business support and technical support for its channel customers.
* Facilitated meetings with stakeholders to elicit business and functional requirements and perform business process analysis.
* Understanding of Salesforce Governor limits and experience in overcoming limitations in Apex classes, Triggers, SOQL and Batch classes.
* Technical knowledge about Salesforce lightning, Lightning Components, Lightning connects lightning Design System.
* Working experience of Quality Assurance methodologies like Waterfall, Agile, V-Model.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation, and formula fields to the custom objects.
* Created custom Dashboards for manager's home page and gave accessibility to dashboards for authorized people.
* Organized review meetings with various stakeholders and preparing the Business Requirement Document.
* Experience in preparing the Functional Requirement Document by coordinating with software team and by managing relationship with programmers and bridged communication between end users and development team.

**Seven Eleven (August 2012 – March 2014)**

**Salesforce Business Analyst
Responsibilities**

* Worked on sales (CPQ), Service and community Cloud to enhance and track CRM capabilities.
* Interpreted business requirements into SFDC system functionality. Identify, evaluate, test, and deploy solutions that are cost-effective and meet business requirements.
* Worked in Cross-Functional team environment, served as a liaison between SME's, Project Manager, and stakeholders to ensure accuracy in the SFDC implementation and another business requirement.
* Collaborated with IT development team in designing, testing, and delivering salesforce solutions to accomplish business needs.
* Actively worked as a Product Owner with Stakeholders & Agile teams to monitor and prioritize product backlog on an ongoing basis to meet release timelines and value to the business.
* Gathering and documenting Business and Functional Requirements (BRD, FRD), User requirements, Use Cases, System Requirement Specs (SRS). Prototyping, Surveys, User Stories, Joint Application Requirement / Design (JAR / JAD), and Brainstorming.
* Worked extensively on CPQ Steel brick implementation as a functional resource and coordinated with business to implement the products in a phased approach by each product family, assisted team in coordinating and planning user acceptance testing & end user training.
* Identified gaps and pain points in the business process and worked with the SI team to design a future state solution that incorporates CPQ Steel brick best practices and automated the user provisioning from OKTA as part of re implementation of salesforce lightning instance.
* Used salesforce.com web service API for implementing WSDL in the application for access to data from external systems and websites.

**Education**

* Bachelor’s in information technology (2008 – 2012)