**AFREEN KAUSER**

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**PROFESSIONAL SUMMARY:**

* Over 10 years of experience as an IT professional including 5 years’ experience in Salesforce.com CRM, Salesforce CPQ, Apttus CLM, and Force.com platform as an administrator and developer.
* Experience in realizing the business requirements to design on salesforce.com platform by designing the required entities like, creating the relationships/ junction objects like Master-Child, lookups, Entity Relationship data model, Lookup relationships.
* Excellent knowledge in Corporate Finance, Investment Banking, Credit tracking, Asset Management, Wealth Management, Derivative products such as Options and Futures, Swaps, Fixed Income, Trade Life Cycle, FIX protocol, Mortgage, Insurance, Bonds, Section 508, FASB, and GAAP.
* Proficient in dealing with functionalities related to sales cloud & service cloud, Marketing cloud, Community Cloud, Custom Cloud and Analytics Cloud.
* Experienced as Business Analyst in business and functional requirements elicitation, analyzing requirements, statistical data analysis, data mapping, Lean Six Sigma Methodology /Tools, object-oriented designing, Design of Experiments, Regression and Response Surface analysis, Unified Modeling Language (UML), SDLC methodology (RUP, Agile, SCRUM, XP, Waterfall) and project management in finance and banking domain (Retail banking, Investment banking, Private banking).
* Configured and Maintain User Profiles, Sharing Rules, Role Hierarchy, Security, Password Policies, Object Level Security and Record Level Security.
* Experienced in SDFC development using Lightning application, Classes, Controllers, Triggers, Indexes, Locks Web Services, Components, Tabs, Apex Web Services, Custom Objects, Reports, Creating Roles, Page Layouts, Workflows.
* Experienced in analyzing business requirements, Entity Relationship diagram and implementing them to Salesforce custom objects, Junction objects, master-detail relationships and lookup relationships.
* Experience integrating Pardot into Salesforce for improving web lead information by configuring Pardot.
* Has the ability to demonstrate the value add of Salesforce Communities above and beyond traditional customer, self-service, partner or indirect sales, and employee portals
* Acquainted and well versed with CRM processes like Sales, Marketing, Customer Service and Customer Support, Business Processes and recommended solutions to improve their processes using SFDC.
* Proficient knowledge on Apex development in creating Custom Objects, Custom Tabs, Custom Fields, Triggers, Bulk Triggers, Apex Classes, Master-Detail relationships, Validation rules, Workflows, Standard Controllers, Custom Controllers and Controller Extensions.
* Excellent Knowledge of all the phases of software development life cycle (Requirements gathering, analysis, design, development, Testing and Implementation) and SDLC methodologies such as Agile and Waterfall Models.
* Knowledge of traditional media and understands how and why they are utilized in developing strategic campaigns. Knowledge of digital media is plus
* Responsible for performing all tasks required to develop, implement, and support the Salesforce.Com application integration of the Apttus CLM and CPQ.
* Excellent leadership skills, with extensive & diverse experience in working with both management and technical roles. (Project manager, scrum master, business analyst, techno-functional architect.
* Developed Visualforce Pages, Test Classes, Wrapper Classes and Visual Flow on Force.com platform using Apex programming.
* Experience in Data Migration, Apex Classes, Apex Triggers & Web services and strong knowledge on App Exchange Application for integrating with third party.
* Controllers & Triggers, Custom Reports, Dashboards, Analytic Snapshot, S-Controls and generating Email based on requirements.
* Packaged and Deployed Customizations from Sandbox to other environments using Eclipse, change set and Apex Data Loader, integration and Migration tools.
* Developed an application to create Custom Email Messages that act as templates, and support users to add attachments and inline images and rate them after each use.
* Conversant in using Process Builder, Flows, Outbound Messages and accustomed to Schema Builder and Deployment Settings.
* Experience in working on Sales Cloud as well as Service Cloud and Partner, Customer portals
* Proficient Knowledge in Object oriented design, MVC Architecture and Struts Framework.
* Experience in working on Sales Cloud as well as Service Cloud and Partner, Customer portals
* Hands on experience in Administration setup, Apex, and Apex Data Loader integration tool
* Familiar with Chatter feeds, recommendations and load data using Data Import Wizard.
* Good experience in both Waterfall and Agile methodologies and utilized Agile/ SCRUM and PMI methodologies to monitor steer and develop project objectives.
* Performed automation of business processes using Escalation rules, Assignment rules, Workflow rules, Approval processes and Auto response rules.
* Worked as BA/Scrum Master In various projects - Driven Backlog Grooming Sessions, Sprint Planning activities, Sprint Demo & Retrospective Sessions.
* Good knowledge on Life Science industry in healthcare and biomedical technology.
* Team player with good interpersonal skills, strong understanding of fundamental business process, excellent communication, organizational and problem-solving skills.

**EDUCATION:**

* Master’s in Computer Science from Silicon Valley University, San Jose, CA, USA -**May 15 to Aug 16**
* MBA in International Business from Cardiff Metropolitan University, London, UK -**Oct 13 to Feb 15**
* Master of Law (LL.M) in Corporate Finance Law from University of Westminster, London, UK - **Sep 07 to Aug 08**
* Bachelor of Law (LL.B) from Pendekanti Law College, Osmania University, India - **Sep 02 to Jul 07**

**TECHNICAL SKILLS:**

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| **Salesforce Technologies** | Salesforce CRM, Salesforce CPQ, Apttus CLM, Apex, SOQL, SOSL, DML, Asynchronous Apex, Visualforce Pages, Triggers, Custom Objects, Custom Settings, Service Console, Lightning Process Builder, Service Cloud, Sales Cloud, Marketing Cloud, SOAP and REST Web Services. |
| **Salesforce Tools** | Apex Data Loader, Datloader.io, Eclipse, Connect Offline, Workbench, Timba Surveys, Mail chimp. |
| **Databases** | MS Access, MySQL, Oracle. |
| **Operating Systems** | Windows NT/2000/XP Pro/Vista, Windows Server 2000/2003/2008, Linux, Unix |
| **Languages** | JavaScript, HTML, CSS, AJAX, XML, DHTML, C, JSON |
| **Other Tools** | MS Office Suite, MS Project, WebLogic, JIRA, Bugzilla, MS Visio |

**CERTIFICATIONS:**

* Cloud Computing: Core Concepts - by LinkedIn Learnings
* Essentials of Software-as-a-Service (SaaS) – Credential ID – UC-DL9AXVMC
* Learning Salesforce CPQ – by Linkedin Learnings
* Salesforce for Sales Managers – by Linkedin Learnings

**PROFESSIONAL EXPERIENCE:**

**Client: TPMG, Oakland, CA Feb 2019 – Till Date**

**Role: Salesforce CPQ Business Analyst**

**Responsibilities:**

* Interact with Business users to understand customer requirements and translate them into a technical reality that is extendable and maintainable.
* Analyzed functional problems and determined techniques and requirements most feasible for processing the data
* Administrated and monitored the company's Salesforce sales cloud application by creating the workflows for automated lead routing, lead escalation and email alert.
* Facilitating Daily scrum meetings, spring planning, spring review, and spring retrospective.
* Good Knowledge and experience with Salesforce CRM projects using Salesforce.com, Force.com.
* Leveraging Sales Cloud functionality, including Account Planning, Sales Forecasting, Opportunity Management and Lead Management.
* Involved in end to end testing for CPQ and CLM functionality.
* Familiar with Steel Brick CPQ for subscription, billing, invoicing and can take control of sales process from Quote to Cash. Generated Revenue recognition status automatically with Steel Brick CPQ.
* Experienced working with various App exchange products or CPQ products like Salesforce CPQ (formerly Steel Brick CPQ), IBM sterling CPQ, APPTUS.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Experience developing solutions for the Apttus Contract Lifecycle Management (CLM) and Configure, Price Quote (CPQ) systems including X- Author for Word &Excel, development of clause libraries and contract templates.
* Developed Custom business logic using Apex Classes, Triggers, Components, Visual Force pages and Controller Classes for various functional needs
* Develop and configure the Salesforce.com instances and force.com applications.
* Deployed Apex using Force.com IDE, Force.com Integration Tool, Web Services API and App Exchange.
* Increased leads & sales with Pardot email drip programs. Administrator for two instances of Salesforce with Pardot and DocuSign add-ons.
* Implemented Pardot B2B Marketing Automation platform for lead generation/nurturing.
* Implemented Classes, Interfaces and Keywords.
* Leveraging Sales Cloud functionality, including Account Planning, Sales Forecasting, Opportunity Management and Lead Management.
* Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components for use in Salesforce1 mobile platform to make Lightning Application mobile.
* Implemented Apex Scheduler and triggers to invoke Apex classes at regular intervals and to trigger them at some particular events
* Created Custom Visualforce components and attributes to override the look and feel of standard Visualforce components
* Worked in setting up Marketing Campaigns, Campaign Hierarchies, Lead Queries, and Assignment rules
* Modified existing Approval processes and created Approval steps, which used email alerts and field updates.
* Automated the process of creating Leads directly from Web and Auto-Response rules
* Developed Formulas, Validation rules to maintain the quality of the data
* Worked with Dynamic Apex to access S-Objects and field describe information, execute dynamic SOQL, SOSL and DML queries.
* Implemented platform security based on the Organization security, Session security and Network-based security (Using IP address).
* Created Partner Portal and configured as per the requirements of the sales process. Also Responsible to create Sandbox from the given Production
* Customized the standard objects as per the user requirements by using Visualforce components.
* Designed and configured applications using Salesforce automation (SFA).
* Deploying applications from Sandbox to Production using ANT deployment tool
* Created Many-to-Many relationships and created Junction objects to implement Roll-up Summary fields to aggregate data from child records on the parent.
* Identify and document bugs and feature requests in the products; determine workarounds for the software defects; work closely with software engineers and customers to implement effective solutions along business-appropriate timelines.
* Created Dashboards using customized Dashboard components
* Designed process flow and BRD for dynamic Custom and Visual Force pages for APEX triggers, Classes, Test methods & to implement the custom functionality
* Experience with Iterative Software Development Life Cycle Process like Agile Methodology (Worked as a Scrum Master), Rational Unified Process (RUP) - involved in inception, elaboration, construction & transition phases using rational tools like RequisitePro, Clear Case, Clear Quest during various phases of RUP and Waterfall methodology.
* Conducted JAD sessions with the management, different 3rd party vendors, users, commercial and other stakeholders for open and pending issues to develop specifications

**Environment:** Salesforce.com platform, Data Loader, Approvals, Email Services, Dashboards, Custom Objects, Visualforce Pages, Reports, Custom Tabs, Security Controls, Salesforce Pardot, Apttus CLM, Apex Language, Eclipse IDE Plug-in, Workflow, Salesforce Sandbox, Salesforce CPQ, HTML, Java Script, SCRUM, Agile, Waterfall.

**Client: SCIO Health Analytics, West Hartford, CT May 2018 – Dec 2018**

**Role: Salesforce CPQ Business Analyst**

**Responsibilities:**

* Performed the roles of Salesforce.com Administrator in the organization
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Interacted with various business team members to gather the requirements and documented the requirements.
* Good knowledge on Life Science industry in healthcare and biomedical technology.
* Responsible for providing solution and Implementation of Apttus CLM & CPQ for different business internally.
* Implemented Salesforce Development Cycle covering Sales Cloud, Service Cloud, Call Center, Chatter & App-exchange applications.
* Worked on Apttus CPQ configuration and integration and responsible creating TDDS, finalizing design & implementation on salesforce security model of access control and data visibility using uses roles, profiles, permissions, public groups, queues, OWD, sharing rules etc.
* Integrated Pardot with Salesforce and used Pardot marketing automation to gain new referrals.
* Implemented Quote-to-Cash solution using APTTUS CPQ. Good understanding of the Apttus CPQ.
* Pricing factors like variance pricing, volume-based pricing, attribute-based pricing has been configured using Steel brick CRM.
* Involved in customization and development of their Marketing and Sales Cloud Applications
* Involved in CPQ (Configure, Price& Quote) design and mapped to the Salesforce custom objects and involved in Apttus Advanced Workflow Approvals.
* Designed and developed SFA based Application on Force.com Platform in Salesforce.com environment with Apex programming language at backend and Visual-Force pages as user interface
* Used Sales Force Automation (SFA) for Sales Lead Management, Opportunity Management, Account and Contact Management, Data Quality Management, and Approvals and Workflow
* Used Force.com IDE for Eclipse 3.3 for creating, modifying, testing, and deploying Force.com Application
* Responsible for performing all tasks required to develop, implement, and support the Salesforce.Com application integration of the Apttus CLM and CPQ.
* Worked with various salesforce.com objects like Accounts, Contacts, Leads, Campaigns, Reports, and Opportunities
* Developed various Custom Objects, Tabs, Entity-Relationship data model, validation rules, Components and VisualForce Pages.
* Created multiple Lightning Components, added CSS and Design Parameters that make the Lightning Component look and feel better
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Created workflow rules and defined related tasks, time-triggered tasks, email alerts, filed updates to implement business logic.
* Created templates, approval processes, approval page layouts and defined approval actions on them to automate the processes
* Created various Reports (summary reports, matrix reports, pie charts, dashboards and graphics) and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports and for different user profiles based on the need in the organization
* Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Used refined global search in Lightning by developing Apex classes and Controllers.
* Used SOQL & SOSL for data manipulation needs of the application using platform database objects
* Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users
* Created profiles and implemented Object and field level security to hide critical information on the profile users.
* Created test scenarios on Sandbox environment, and used Force.com Component Deployment Wizard for migrating data between Force.com IDE and Sandbox environment
* Used the sandbox for testing and migrated the code to the deployment instance after testing
* Designed and defined the Organization Role Hierarchy and assigned users to those roles.
* Provided post-implementation support to assist end users in creating reports, dashboards and certain Administration tasks including creating and maintaining user profiles and privileges

**Environment:** Saleforce.com platform, Salesforce CPQ, Apex Language, Apttus CLM, Visual Force (Pages, Component & Controllers), Pages, Data Loader, SF Pardot, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in, Windows XP, Force.com IDE, Eclipse 3.3, Apex, Visual Force

**Client: Pru Tech Solutions, Charlotte, NC Nov 2016 – Oct 2017**

**Role: Salesforce CPQ Business Analyst**

**Responsibilities:**

* Assisted in project proposal as an End User for creating contracts and as a Super User to help the end user for integrating data into Salesforce applications
* Contributed in setting up Email to Case which is available in Developer, Enterprise and Professional Editions
* Implemented Custom Labels and Custom Settings for referencing data set across Apex Controllers.
* Involved in customization and development of their Marketing and Sales Cloud Applications
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on record pages.
* Implemented SFDC CRM to deliver various reports in departments of Sales, Administration and Marketing etc.
* Developed an Entity-Relationship model with Microsoft Visio and united it with salesforce standard objects.
* Developed solutions on the Force.com platform, strong understanding of Apttus Contract Lifecycle Management (CLM) and Apttus Configure Price Quote (CPQ).
* 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.
* Build CPQ Quoting & Product configuration, pricing for Fortinet. Customer has a large family of product with many dependent components and were adding product at individual SKU level.
* Developed Apex classes and Apex Triggers based on application requirements
* Involved in migration of business data to salesforce based on External’s ID’s using the Apex Data Loader.
* Worked on Lightning Process Builder flows, Connect API, Chatter, quick Action.
* Created users, profiles, roles, public groups, role hierarchies and sharing rules to provide shared access amid multiple users
* Operated on the salesforce standard objects like Accounts, Contacts, Campaigns, Leads, Opportunities and Cases.
* Used field level security along with page layout in Lightning to manage access to certain fields
* Created reports and dashboards for custom objects to hide data accessibility from the unassigned profiles within the organization
* Customized the page layouts and search layouts.

**Environment:** Force.com Platform, Salesforce CPQ platform, Apex Programming Language, Visual Force pages, Apex Web Services, Apex Data Loader, SOQL, SOSL, Force.com IDE, Apttus, App Exchange, Microsoft Office 2008.

**Client: Dixons Carphone, London, UK Aug 2014 – Feb 2015**

**Role: Salesforce CPQ Business Analyst**

**Responsibilities:**

* Worked closely with sales team and business analysts and performed detailed analysis of business and technical requirements. Designed solutions by customizing various standard objects of SalesForce.com (SFDC).
* Conducted extensive meetings to understand the business model and processes through interviews, surveys, questionnaires and documented, gathered the business requirements i.e, functional and non-functional requirements.
* Excellent knowledge in Corporate Finance, Investment Banking, Credit tracking, Asset Management, Wealth Management, Derivative products such as Options and Futures, Swaps, Fixed Income, Trade Life Cycle, FIX protocol, Mortgage, Insurance, Bonds, Section 508, FASB, and GAAP.
* Worked extensively with SME’s and risk managers in understanding, extracting, refining and documenting the User and Business Requirement Specifications in the BRDs using Agile methodology.
* Used Business Process Modeling (BPM) for Designing and modeling the requirements.
* Conducted JAD Sessions, JRD with the subject matter experts, stakeholders and other management teams in the finalization of the User Requirement Documentation.
* Worked on Agile Product Life Cycle Management (PLM) to reduce cost, mitigate risk, improve productivity.
* Worked as Lead BA and Scrum Master on various projects - Driven Backlog Grooming/Refinement Sessions, Releases, Sprint Planning, Stand-Up Meetings, Sprint Demo & Retrospective activities.
* Trained sales reps on CPQ, creating efficiencies that made the sales process 24% faster.
* Performed Data mapping, SWOT analysis, Gap Analysis, Cost Benefit Analysis, designed new process flow, documented the business process, various business scenarios and activities of the business from the conceptual to contextual level.
* Conducted daily Defect Review meeting and performed Root Cause Analysis to determine the origination of the defect.
* Good experience on development and maintenance of Sales & Service clouds.
* Implemented DML operations of Inserting and Updating records.
* Worked on SOQL and SOSL queries.
* Experienced in Salesforce Lightning - third party integration with ERP (Marketing Cloud, Service Cloud).
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Communicating with executive management on project status and overall project progress against target.
* Involved in Salesforce.com Application Setup activities and customized the objects to match the functional needs of the organization.
* Closely worked with Salesforce.com consultants for implementing the business solutions for their client requirements.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, and Reports and developed the Custom objects, Page layouts, Custom tabs, Components and user Dashboards.
* Experienced in Administration, Lightning and Support with Salesforce Platform.
* Created Custom Objects and defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Created various profiles and configured the permissions based on the organizational hierarchy requirements.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail page and edit page.
* Created workflow rules and defined related actions, time triggered tasks, email alerts, field updates to implement business logic.
* Promoted and led an open, transparent, and respectful team environment with knowledge of agile and scrum to help teams on their journey to continuous improvement.
* Created various Reports (summary reports, matrix reports, pie charts, dashboards and graphics) and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various reports and for different user profiles based on the need in the organization.

**Environment:** Salesforce.com platform, BRD, FRD, JAD, Agile, Workflow and Approvals, Reports, Custom Objects, Tabs, Email Services, Apex Language, SCRUM, Agile, Visual Force Pages, Components and Controller, JavaScript, Eclipse IDE Plug-in, Data Loader.

**Client: Thomson Reuters, Hyderabad, India July 2009 – Oct 2013**

**Role: Salesforce QA**

**Responsibilities:**

* Written low-level design for features Document Creation, Container Creation and Document Relocation.
* Used community cloud to build deeper relationship with customers to provide better service and assist them through online.
* Good Knowledge and experience with Salesforce CRM projects using Salesforce.com, Force.com.
* Extensive work experience in complete software development life cycle Agile methodology including Business interaction, Requirement Analysis, Software Architecture, Design, Development, Testing and Documentation phases.
* Performed the support role for both service cloud and Sales cloud.
* Worked on CRM Platform environment of SFDC Sales Cloud, Service Cloud modules.
* Hands on experience on creating Custom Object.
* Used data loader for insert, update, and bulk import or export of data from salesforce.com objects.
* Involved in understanding business requirements and functionality of Cost management Reporting.
* Experienced testing the next generation features for Salesforce CRM.
* Developed test cases based on business and functional requirement for manual black box testing of the CRM Salesforce.
* Developed and executed manual tests against SaaS product.
* Developed, maintained, and executed manual test for the new features, UAT, Regression, Accessibility Testing.
* Track and report upon testing activities, including testing results, test case coverage, required resources, defects discovered and their status, performance baselines, Responsible for QA Signoff.
* Validated Opportunities, Account, contracts, Configure, Price, quote related Apex, Product management, SLA’s, Quote PDF, Financial summary reports and Dashboards in SFDC and Cloud sense applications.
* Validation of Order Management through SFDC and Integration testing between SFDC & Cloud Sense and Validated error exception handling messages of SFDC.
* Spotted the errors/defects, reported them through Bug Tracking Tool [JIRA], and refined and tracked them to a complete resolution.
* Tested the News Agency and Reuters Community websites, as well as campaign landing pages; taken an analytical approach to best leverage these properties to engage new customers.
* Executed cross browsers and mobile devices (phones, tablets on Windows, Android, iOS) regression suite.
* Provided overall testing support on SDFC administration, development and release management best practices in a controlled agile framework.
* Played critical role in the scrum team to ensure day to day agile activities are aligned and reaches the velocity goals.
* Refined Reuter’s social media brand, guidelines, and voice, and been the primary driver of our global social media presence.
* Identified and used the most appropriate social media venues for reaching our clients and prospects.
* Supporting in the development of strategy for the Media and Entertainment sector (Reuters Channel).
* Assist Media Manager and Media Director in supervising the execution of media plans
* Knowledge of traditional media and understands how and why they are utilized in developing strategic campaigns.
* Tracked and analyzed the success of different product/marketing methods and formats using Media industry standard techniques/technologies/methodologies.
* Executed various type of testing including GUI, UX, Regression, Smoke, Performance, Functional Integration, Stress Testing.

**Environment**: Visual Force Pages, Sales cloud, Testing, Agile, SCRUM, Service Cloud, Custom Component, Custom Controllers, Workflow & Approvals, Media & Entertainment, Custom Objects, Custom Tabs, marketing cloud, Page Layouts, Email Services, Security