

Debasish Dash Pani

2x Salesforce-Certified Professional

M.tech in Electrical Engineering, BPUT University

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Professional Summary:

Dedicated and results-driven Salesforce Business Analyst with over 3 years of hands-on experience in analyzing business processes and implementing effective solutions within the Salesforce ecosystem. Proven expertise in gathering requirements, designing solutions, and collaborating with cross-functional teams to achieve business objectives. Adept at leveraging Salesforce capabilities to enhance productivity and drive business growth.

Professional Experience:

[Salesforce Business Analyst] - [One Algorithm IT Solutions Pvt Limited], [Hyderabad] - [11th Jan 2021] to Till Now:

- Spearheaded the successful implementation of Salesforce solutions, contributing to a 20% increase in overall sales efficiency.
- Led requirements gathering sessions with stakeholders to identify business needs and translated them into actionable technical specifications.
- Collaborated with developers and administrators to customize Salesforce features, ensuring optimal system performance and user adoption.
- Conducted user training sessions to enhance team proficiency and utilization of Salesforce functionalities.
- Acted as a liaison between business users and IT teams, ensuring effective communication and understanding of project objectives.

Project 1: Sales Process Optimization

Company: [Byjus The Learning App] | **Duration:** [11th Jan 2021] - [22nd Sept 2022]

Objective:

Streamlined and optimized the sales process for a global client, enhancing efficiency and maximizing revenue opportunities.

Key Responsibilities and Achievements:

- Conducted in-depth analysis of existing sales processes, identifying bottlenecks and inefficiencies.
- Collaborated with sales teams to gather requirements and understand pain points.
- Designed and implemented customized Salesforce solutions, including workflow automation and lead scoring.
- Oversaw successful data migration from legacy systems to Salesforce, ensuring data integrity.
- Resulted in a 70% increase in sales productivity and a 35% improvement in lead conversion rates.

Project 2: Service Cloud Implementation for Enhanced Customer Support

Company: [ACKO General Insurance PVT Limited] | **Duration:** [24th Oct 2022] - [14th Apr 2023]

Objective:

Implemented Salesforce Service Cloud to improve customer support processes and enhance overall customer satisfaction.

Key Responsibilities and Achievements:

- Conducted comprehensive analysis of customer support workflows and pain points.
- Worked closely with customer support teams to gather requirements and define key performance indicators (KPIs).
- Configured and customized Salesforce Service Cloud to meet specific support needs, including case management and knowledge base implementation.
- Led user training sessions to ensure a smooth transition and adoption of the new system.
- Resulted in a 20% reduction in resolution time and a 45% increase in customer satisfaction scores.

Project 3: Commerce Cloud Optimization and Implementation Company: Solenis (Duration: [24th Apr 2023] - [Till Now]) Objective:

Led the end-to-end implementation of Salesforce Commerce Cloud to enhance the online shopping experience and drive revenue growth.

Key Contributions:**Requirements Gathering:**

Collaborated with stakeholders from sales, marketing, and IT departments to understand business objectives and gather requirements for the Commerce Cloud implementation.

Platform Configuration:

Configured Salesforce Commerce Cloud to align with the client's e-commerce goals, including the customization of product catalogs, pricing structures, and order management workflows.

Integration with Existing Systems:

Integrated Commerce Cloud with existing ERP and CRM systems, ensuring seamless data flow and real-time synchronization of product information, inventory levels, and customer data.

User Experience Enhancement:

Implemented responsive and user-friendly storefront designs, optimizing the online shopping experience for customers across various devices.

Marketing Automation Integration:

Integrated Commerce Cloud with marketing automation tools to enable personalized promotions, discounts, and targeted campaigns, resulting in a 40 % increase in conversion rates.

Performance Monitoring and Optimization:

Established key performance indicators (KPIs) and implemented monitoring tools to track website performance, identifying and resolving bottlenecks for a 90 % improvement in page load times.

User Training and Support:

Conducted training sessions for the marketing and sales teams on utilizing Commerce Cloud features, ensuring effective utilization of the platform for campaign management and order processing.

Post-Implementation Analysis :

Conducted post-implementation analysis to measure the success of the project against predefined metrics, providing recommendations for ongoing improvements.

Results:

Achieved 75 % increase in online sales within the first quarter of implementation.

Reduced cart abandonment rates by 80 % through the implementation of personalized retargeting strategies. Improved order processing eminency, leading to a 80% reduction in fulfillment times.

Educational Qualiflcation:

2017-2019 -M.tech in Electrical Engineering from College of Engineering and Technology Bhubaneswar – BPUT University Odisha

2010-2014 -B.tech in Electrical and Electronics Engineering from Gandhi institute for Technology, Bhubaneswar, Odisha- BPUT University Odisha

2008-2010 Intermediate-Stewart Science College Cuttack 2008 Secondary Board High School, Cuttack

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Certifications:

- Salesforce Certified Administrator
- Salesforce Platform Developer I Certification

Skills:

- Salesforce CRM
- Business Process Analysis Requirements Gathering
- Data Migration User Training Project Management
- Reporting and Dashboards Stakeholder Management Change Management Problem Solving

I hereby declare that the information furnished above is correct to the best of my knowledge and personal beliefs

