

# Kumar Rishav

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## CONTACT

**E-mail:** rish008.kr@gmail.com

**Phone:** 8681871594

## WORK EXPERIENCE

**Wipro Limited**  
Salesforce Business Analyst  
Project: Digital Marketing

May 2021 — Present

- Experience of demand intake with multiple stakeholders from EMEA(Europe, Middle East, Africa) region.
- Experience of working with multiple stakeholders and handling several digital marketing business requirements simultaneously based on business prioritization.
- Experience of working on end to end digital marketing projects using multiple integrated platforms - Canvas(used for creation of web pages by web developers), SFDC and SFMC
- Worked with web developers in launching several web campaigns by creating B2B and B2C sites using Canvas tool.
- Worked with SFDC developers in order to store data coming from Canvas platform where user registers into the webpages. Also data flows from SFDC to Canvas in purpose to display the details on the web UI.
- Worked with SFMC developers where marketing cloud fetch data of users stored in SFDC and trigger marketing and communication emails based on business requirement.
- Worked with SFMC graphic designer who is responsible to create design of email templates.
- Experience of handling large team working on 3 integrated platforms at a time.
- Participates and lead several meetings with stakeholders and internal team - demand intake, refinement session, sprint planning, demand briefing, sprint backlog review, marketing catch-up, retrospective, daily scrums and several others ad-hoc meeting based on real time situation.
- Experience of business requirement documentation with solution flow diagram and all other details related to the scope using confluence tool and creation of JIRA tickets.

**Tata Consultancy Services Limited**  
Salesforce Business Analyst

June 2017 — May 2021

- Experience of working on a sales project using Salesforce - Sales cloud platform.
- Experience of working with stakeholders for demand intake and business scope prioritization.
- Experience of business requirement documentation and JIRA tickets creation.
- Worked with internal team members to make sure everyone is clear on requirement by conducting demand briefing session and refinement session with SFDC architect.
- Worked closely with business leadership to proactively identify and respond to business challenges that can be solved with process improvements.
- Worked closely with solution lead and played important role in sprint planning, demand prioritization and managing SDLC(software development life cycle).
- Strong exposure of working in AGILE methodology and meeting the deliveries within sprint timeline.
- Participated in key meeting with stakeholders and internal team.
- Experience of working with testers during UAT phase in order to make sure that implemented functionality is meeting business expectation. Schedule demo calls with business if required to get UAT approval.

SKILLS, TOOLS AND CERTIFICATIONS	Skills	
	<ul style="list-style-type: none"> <li>Analyze business requirement to understand it's feasibility and reliability.</li> <li>Business requirement documentation with solution flow diagram</li> <li>Brainstorming</li> <li>Communication skills</li> <li>Handle multiple business demand parallelly.</li> </ul>	
	Tools and platforms	
	<ul style="list-style-type: none"> <li>Salesforce - sales cloud</li> <li>Salesforce - marketing cloud (functional experience)</li> <li>Canvas (functional experience)</li> <li>Confluence - documentation</li> <li>JIRA - ticket creation</li> </ul>	
	Certifications	
	<ul style="list-style-type: none"> <li>Salesforce Certified Administrator</li> </ul>	
EDUCATION	B.Tech - Electrical and Electronics Engineering	2013 — 2017
	SRM University	
	CGPA - 8.54	
	HSC	2010 — 2012
	S.J.D.A.V. Public School	
	Percentage - 77.4	
	SSC	2000 — 2010
	S.J.D.A.V. Public School	
	CGPA - 8.8	