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**Vasavi**

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**Professional Summary:**

* Over 7+ years of IT experience with experience in the Salesforce.com CRM Platform both as Administrator and Business Analyst
* Business Analyst with extensive of experience with solid understanding of business requirement gathering, documentation, business process flow and business process modelling.
* Good understanding of Software Development Life Cycle (SDLC), AGILE methodologies and implemented SCRUM and SPRINT techniques.
* Highly skilled in transforming the needs of business users and stakeholders to the functional/technical requirements.
* Collaborated with key personnel in analyzing business requests for feasibility and decrease in costs.
* Experience in using Salesforce.com Creating Roles, Profiles, Email Services, Page Layouts, Workflow Alerts, Actions, and Approval Processes.
* Hands on experience implementing Security/Sharing rules, configured permission sets, Field level Security, Record level Security, Profiles, Roles and resource monitoring at different hierarchical level of Organization
* Experienced at building various custom reports, Report types with multiple objects and daily day to day Reports and Dashboards for Management.
* Expertise in Salesforce Data Validation, Sales, Marketing, Customer Service and Support Administration
* Experienced working in Cross-functional teams, identifying business requirements and supporting sales/marketing.
* Experience with end-to-end QA, UAT and validation of CPQ products, Pricing, Quoting, configuration enhancements for CLM functionalities.
* Worked with various salesforce.com CRM standard objects Lead, Account, Contact, Opportunity, Campaign and Cases
* Experience configuring Product rules and Price rules.
* Served as a critical resource and liaised between subject matter experts and technologists throughout the project life cycle.
* Excellent conceptual and technical skills to create Business Requirement Documents, Functional Specification Documents, Process Flow Diagrams, and Detailed Design Documents.
* Understanding of Equities and Fixed Income products with respect to Brokerage Operations, Margin trading and Securities Lending.
* Conducted Joint Application Development (JAD) Sessions with stakeholders and business partners to resolve open issues.
* Working with user group for requirement gathering throughout the planning and implementation.
* Conducted analysis and evaluation of existing systems to upgrade latest versions of JIRA.
* Great interpersonal and communication skills, focused, self-motivated, organized, quick learner and team oriented.

**Technical Skills**:

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| * Salesforce.com Modules | * Salesforce automation including Leads, Web to Leads, Accounts, Contacts, Opportunities, Forecasts, Contract, Partner Portal Service Cloud: Cases, Solutions, Ideas, Customer Portal, Customer Self Service Portal, Web to Case, Email to Case |
| * Salesforce Configuration | * Custom Application, Custom Objects, Field creation, Formula Fields, Page Layout creation/edition, Related List customization, Record Types, Field Level / Object Level security, Relationships among objects: Lookup/Master-Detail, Workflow rules / Triggers, Role Hierarchies, custom reports/dashboards, APEX Data Loader |
| * Tools | * MS Office Suite (Word, Excel, PowerPoint, Access, Outlook), MS Visio, SharePoint, InfoPath, Rational Suite, LoadRunner, WinRunner * Rational Clear Quest, Test Director, and HP Quality Center |
| * Methodologies | * RUP, Agile-Scrum, Waterfall |

## EDUCATION

* Bachelor of Technology in Computer Science, JNTU, Hyderabad, TG, India, 2012.

## EXPERIENCE

**Client: MetLife, Cary, NC Jan 2020 – Present**

**Role: Salesforce Business Analyst/ Administrator**

**Responsibilities:**

* Worked on Agile Scrum Methodology for Salesforce implementation. Followed the iterative Agile scrum methodology throughout the SDLC – facilitated daily scrum meetings, sprint planning meetings, sprint review meetings, and sprint retrospective meetings.
* Engage client to gather software requirements/business rules, and ensure alignment with development teams
* Interacted with various business team members to gather the requirements and document the requirements.
* Provided detailed estimates of the level of effort associated to implement the technical portions of a project.
* Analyzed as-is process to identify the gaps in the existing flows and documented the same.
* Designed future state process flows and presented it to the business team and engaged them to review and provide feedback for changes
* Built CRM solutions as per business requirement for Sales lifecycle management.
* Leveraged Jira to enter user stories and track the progress of stories.
* Groomed user stories on a daily basis with the vendors and business identify gaps or changes required to existing requirements.
* Integrated, supported and administration of Salesforce Platform tools, including Collaborative, Mobile and Cloud options
* Configured Salesforce one app and Setup SSO for mobile sign in
* Worked on Cloud option on Sales and Service cloud.
* Worked on Collaborative - Leveraged Salesforce Chatter for the teams to communicate with each other.
* Configured library and provided access to users to share documents internally to individual or group and also share externally.
* Described the territory management in salesforce and how it would improve the efficiency of the system.

**Environment:** Saleforce.com platform, Data Loader, Workflow & Approvals, Custom Objects, Custom Tabs, Sandboxes (Developer sandbox, Configuration only, Full sandbox)

**Client: Boston scientific,** **Marlborough, MA May 2019– Jan 2020**

**Role: Salesforce Business Analyst/ Administrator**

**Responsibilities:**

* Gathered detailed business and technical requirements and participated in the definitions of business rules and data standards
* Responsibilities include leading business requirement definition, translation of business requirements into SFDC terminology, and Service Cloud solution design review to ensure business requirement fulfilment.
* Extensive experience configuring and designing the Salesforce.com CRM solution to meet business requirements and support existing business processes.
* Designing and deploying solutions that optimized the Sales /Service cloud functionality and lead the implementation of these solutions.
* Build new processes and functionalities using Batch Apex for Robust Email Integration between Salesforce Marketing Cloud and Salesforce.
* Developed visual force pages using apex components.
* Experienced working on Agile Scrum and Waterfall methodology.
* Managed Auto response rules if customers approached beyond the business hours and toiled on Record Types, Validation Rules, Triggers and Page Layouts.
* Prepare test cases, test scripts for Navigational test, Functionality testing, UAT and GUI testing.
* Used SQL queries to collect relevant information from company's database.
* Meet with key stakeholders to gather detailed business and functional requirements to be built into Salesforce.com.
* Dealt with the senior managers on a regular basis to discuss the Use cases, Workflows and different requirements that comes out of the stakeholder interviews.
* Implemented Marketing Sales, Customer Service, Call Center & Support Administration.
* Document requirements in agile tool - Rally or Jira or any other agile tool.
* Facilitated functional requirement gathering from system users and prepared business requirement documents (BRD).
* Developed Visualforce Pages and Visualforce Components with Apex classes to provide functionality to the Visualforce pages.
* Implementing Sales Cloud, Service Cloud, Chatter and custom applications in Force.com.
* Perform detailed data analysis when migrating data from Legacy systems to Salesforce.com
* Performed mass data imports using the API or an import tools as requested by CRM Manager or others after approval.
* Worked closely with Business Users to understand the Intended functionality of the legacy System which involves integration with SQL Server for Data Processing.
* Utilized Waterfall methodology to configure and develop process, standards, and procedures.
* Responsible for business process analysis that includes requirements facilitation, definition & analysis, alternatives, software selection, prototyping, business process design and mapping.
* Conducted meetings and JAD sessions for project definition, resource identifications and deliverable prototype identification.
* Interfaced with developers, analysts, customers and project managers to discuss requirements and recommended solutions, to help resolve issues.
* Lead the User Acceptance Testing efforts to verifying that the developed reports meet the requirements.

**Environment:** Project Management, Quality Centre, Excel, Sql, My Sql, Salesforce Marketing cloud, Agile, Outlook, MS Office, MS Project, Rational Rose, Rational Requisite Pro, RUP, UML.

**Clients: Evoke Technologies, Hyderabad, India July 2015 – Feb 2019**

**Role: Salesforce Business Analyst**

**Responsibilities:**

* Conduct requirements elaboration sessions in salesforce CRM platform to review and validate business requirements.
* Manage all Business Objectives, Requirements, and Specifications Requirements in SFDC.
* Draft Use Cases for review by Business, Development, and QA teams to include process steps, alternate flows, acceptance criteria, objectives, and screen/report mock ups.
* Perform and guide BSA testing for SFDC Workflow.
* Administered Salesforce CRM applications for Sales, Marketing and Support Departments.
* Designed GUI and Navigation flows for the generic viewer facing the end user using MS power point, Visio.
* Perform and guide BSA testing for Salesforce application in marketing cloud.
* Worked on Record Types, Validation Rules, Triggers and Page Layouts.
* Develop and execute Test Scenarios, Test Scripts, test data documents based on Requirements and Design documents mostly in agile environment.
* Performed administrative activities on Sales, Service cloud by creating User, Roles, Profiles, Workflow rules and Approval process.
* Implemented sales cloud and service cloud to improve customer retention and service delivery process improvement.
* Collaborate with QA and Development teams for requirements clarifications.
* Managed and implemented customization requests by CRM Manager.
* Worked on Agile and Scrum Methodology for Salesforce custom app implementation.
* Designed and developed custom Visualforce pages and complex apex controllers to create, Commission and Sales Enablement widgets as per the requirement.
* Evaluated Business Development representative team needs while conveying the value of SalesCloud. Conducted Analysis and design of the Salesforce.com.
* Implemented search, filtering, and tagging features on page layouts to make it easier for sales to locate relevant marketing content and documents in SalesForce.com CRM Content.
* Provide weekly Demo's with the client & record changes, track with detailed meeting minutes and acceptance.
* Analysed and imported thousands of account and contact records using Data Loader.
* Analyze UAT (Business) and QA clarifications and provide required guidance. Manage the review process and maintenance of all requirements.

**Environment:** Salesforce.com Workflow and Approvals, Agile, Role Hierarchies, Sharing Rules, Reports, Dashboards, Custom Objects, Custom Tabs, MS Project, MS Excel, PowerPoint, MS Visio, Lotus Notes, MS Outlook.

**Client: Proarch I.T Solutions, Hyderabad, India Dec 2012 – June 2015**

**Role: Salesforce Business Analyst**

**Responsibilities:**

* Identified business process requirements, refinements, gaps and bottlenecks; Generated Business Requirement Document reflecting these aspects. Maintained BRD.
* Performed detailed analysis of functional and technical requirements; designed and deployed custom objects; identified lookup and master-detail relationships; and created junction objects.
* Worked on various standard objects like Leads, Accounts, Contacts, Opportunities and Campaigns
* Created custom objects, fields, page layouts, custom tabs and components
* Implemented security and sharing rules at object, field, and record level for different users. Created various profiles and configured permissions based on organizational hierarchy.
* Implemented pick lists, validation rules and formula fields for custom objects.
* Implemented validation rules on objects and tabs, Page layouts, Custom tabs, and Components to suit business needs
* Implemented workflows and approvals for various functional requirements.
* Maintained and gave permissions for communication templates based on profiles & roles.

**Environment:** Salesforce.com Workflow and Approvals, Custom Objects, Custom Tabs, MS Project, MS Excel, PowerPoint, MS Visio, Lotus Notes, MS Outlook.