**PRITHVI BERI**

**440-222-9840**

**SUMMARY:**

* Over 7+ years of experience as Software Professional and Over 5+ year of expertise experience in **Salesforce Business Analysis, Salesforce Administration, Configuration and Support of Salesforce CRM application**.
* Proficient in **Business Requirement gathering, Business Process flow, Business Process Modelling, Business process Reengineering** etc. with a keen awareness of developers and end-users needs and able to deal with user groups at all levels efficiently.
* Strong understanding of **project life cycle** and **SDLC methodologies** including **Agile, RUP** and **Waterfall**.
* Adept at creating and **transforming business requirements** into **functional requirements** and designing business models using **UML diagrams** - Context, **Use Case**, Sequence, Activity diagrams using **MS Visio** and **Rational Rose**.
* Experience in administration, configuration, implementation and support of **Salesforce** CRM and **Salesforce** applications.
* Experience in **Salesforce**.com Apex Classes, Apex triggers, Visual force, Force.com API, complex SQL & SOSL queries, also order tracking's etc.
* Extensive knowledge about Sales force setup menu, Configuration, Administration, Data Migration and Deployment of applications to Force.com platform.
* Have extensive experience in implementation of Custom Objects, Custom Tabs, Workflow Rules, and Role based Page Layouts and Record Types, Approvals, Assignment Rules.
* Working experience in various Finance industry working on Investment, Accounting, Variances, Forecasting, Trading, Revenue Reports, Exchange Rates etc.
* Strong knowledge of marketing, sales and service clouds.
* Excellent experience in using **BI tools, Data warehouse Oracle 9i/10g, SQL Server 2000 and SQL** databases and Familiar with Stored procedures, Triggers and Functions using PL/SQL and AJAX.
* Well versed in analyzing CRM business processes that include Forecasting, Campaign management, Lead Management, Role Hierarchy, Order Management, Account Management, Case Management and merging management in a multi-tier environment.
* **Salesforce**.com experience in creating Object, Field, Record Types, Page Layout, Security Controls, Queues, Group and Analytical Snapshots.
* Expertise in **Salesforce**.com CRM integration, developing and deploying custom integration solutions and in managing the complex data.
* Experience in creating formula fields, validation rules, roles, profiles, users, security and sharing settings and also experience with user/ role/ profile management.
* Experience in creating **customized reports**, **dashboards** and automation using workflow, approval processes.
* Have knowledge in implementing various advanced fields like Pick lists, Custom Formula Fields, Many to Many Relationships, Lookups, Master-Details, Field Dependencies, Validation Rules, Work Flows, and Approval Processes for automated alerts, field updates & Email generation according to application requirements
* Hands on experience in conducting **Joint Application Development** (JAD) sessions, Interviews with End-users, **SMEs** and **stakeholders** to get their suggestions on implementing the applications.
* Provided ongoing **Salesforce**.com maintenance and administration services including periodic data cleansing, custom objects, workflows
* Hands on experience in using **Salesforce** Data loader for data management in platform and good knowledge in cast Iron and Informatica.
* Expertise in the Apex Triggers to ensure the correct data entries into the system and added, configured workflow rules, time triggered workflows, email templates resulting into effective web to lead communication with customers and partner portals.
* Experience in working with Eclipse IDE with **Salesforce** Plug-in environment for writing Business logic in Target App Exchange Product and **Salesforce** Mobile Experience.
* Profound experience and understanding of Object-Oriented Design (OOD), UML, MVC, multi-tier architectures and distributed architectures.

**EDUCATION**

**University of Pennsylvania, School of Engineering and applied sciences, Philadelphia, PA May 2018**

Master of Science in Chemical and Biomolecular Engineering

**National Institute of Technology, Warangal, India May 2012**

B. Tech in Chemical Engineering

**TECHNICAL SKILLS:**

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| **Salesforce.com** | Salesforce Admin , Objects, Workflows, Approvals, Formulas, Automation, Validation Rules, Relationships, Page Layouts, Email Templates, Roles & Profiles, Reports & Dashboards, Security and Sharing rules, AppExchange, Apex DataLoader, Salesforce Sandbox configuration, Force.com, Force.com Explorer, Data Loader. |
| **Salesforce Technologies** | Apex Classes, Apex Triggers, SOQL, SOSL, Visual force Pages / Components, Design of Custom Applications, Workflows and Approval processes, Reports and Dashboards. |
| **Salesforce Tools** | Sales cloud, Service cloud, Radian6, Force.com Explorer, Apex Data Loader, Force.com Excel Connector, Force.com Platform (Sandbox and Production). |
| **Methodologies and Tools** | Agile, Waterfall, SDLC, Visual force, UML CASE Tools, MS Visio, and MS Project.  |
| **Database Tools** | Data Warehouse, Business Objects 6.5.1/6.0/5.1.x/4.0, Business Intelligence, Microstrategy, Oracle 9i/10g, SQL Server 2000, SQL. |
| **Operating System** | Windows XP/ Windows 7/ Vista, MAC OS, Linux  |

**PROFESSIONAL EXPERIENCE:**

**Caliber Homes, Irving, TX Oct 2018- Present**

**Role: Salesforce Business Analyst/ Admin**

**Responsibilities:**

* Utilized **agile software** development methodology **SCRUM** as a lightweight process we used to manage and control software and product development.
* Used **Scrum** Practices like documenting **User Stories**, facilitating **Story Point** discussions to analyze the level of effort on project specifications. Used Rally to write user stories
* Participated in the research and gathering business requirements through conducting surveys, interviews and **JAD sessions**, decision making and **User Acceptance** **Testing** (UAT).
* Participated in requirements analysis using a **Use Case** driven approach and produced detailed use cases and functional specifications for all the interfaces.
* Involved in **Salesforce**.com Application Setup activities and customized the apps to match the functional needs of the organization and provided support for ongoing **Salesforce**.com maintenance and other administration services including periodic data cleansing, workflow and approvals.
* Used Salesforce Sales cloud to help seamlessly integrate the process of lead conversion to opportunity.
* Planned and conducted requirements elicitation meetings with the business to collect functional and non-functional requirements relating to client's **Salesforce** technology enhancement and initiatives.
* Created a sync of contacts, email alerts, events and tasks between **Salesforce** to Outlook and Outlook to **Salesforce** successfully.
* Used MicroStrategy report services extensively to create scorecard reports and dashboards, administrated MicroStrategy Intelligence Server and Web.
* Connectors are built using **Salesforce** ID's, customizations like creating fields, page layouts, workflows, pick lists, required fields etc are built on all the objects as per the implementation requirements (Lead/Accounts/Contacts/Campaign).
* Used Apex Data Loader for migrating records to **Salesforce** as a backend process.
* Customized **Salesforce**.com Fields, Page Layouts, Record Types, Queues, and Profiles and make the same changes in test and production boxes.
* Involved in writing, documenting and testing trigger and batch programs using Apex on the **Salesforce**.com Platform.
* Data migration and updates through the Apex Data Loader in Sales force.com and coordinate with the test team and provide the application flow demo before the test team start the System Testing.
* Worked on various **Salesforce**.com standard objects like Case Management, Accounts, Contacts, Content, Reports and Workspaces. Trained, mentored, and provided career development for two junior **Salesforce** administrators.
* Creating a batch Apex class which copies the bulk records from history tables of each detail object inserts them into the Global History object.
* Used middleware tools like Informatica and Oracle fusion middleware to integrate data from Oracle to **Salesforce** and also worked with Systems Analyst to document use cases and FRD. Created custom objects, fields, tabs, page layouts, summary reports, and salesdashboards.
* Analyzed all the customizations and developments and tried to suggest possible ways for the new enhancements that we get from the Salespeople.
* Worked with the marketing team to automate and optimize various stages of the marketing process using Salesforce marketing cloud
* Worked with various **Salesforce** objects like Accounts, Contacts, Leads, Campaigns, Reports, and Opportunities and developed various Custom Objects, Tabs, Entity-Relationship data model, validation rules, Components.
* Created page layouts, search layouts to organize fields, custom links, related lists and other components on record detail pages and edit pages.
* Automated marketing campaigns using Salesforce journey builder
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, field updates to implement business logic.
* Helped manage marketing content using cloud pages
* Extracted the data from **Salesforce** application into the external databases (Oracle 10g) for generating large data reports. Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.
* 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 for different user profiles based on the organization's need.
* Used IDE for creating, modifying, testing, and deploying Force.com Application and identifying business requirements and documented them in High Level Design document (HLD).

**Ohio Development Services Agency (DSA), Columbus, OH Jan 2017 – Sep 2018**

**Role: Salesforce Business Analyst** **/ Admin**

**Responsibilities:**

* Performed multiple roles as **Salesforce** business analyst and administrator in the project and work closely with line of business LOB(Finance, GL, AP, Risk,Legal& Compliance) to document processes, develop business requirements and prepared detailed use case documents & user specifications(stories).
* Provide functional & technical inputs to SMEs, Project managers, lead developers when documenting SLA, BRD &FDS.
* Prepare detailed test plans to execute the test cases in Scrum/agile environment to support the requirements freeze, soft code freeze and hard code freeze before every sprint/release
* Managed day-to-day administration of **Salesforce** instance.
* Involved in creating users, page layouts, workflows and creating new fields as required.
* Execute the complete test plan during System testing, Integration testing, UAT and regression test cycle and lead the Business kick-off meetings prior to UAT and prepare the UAT status during UAT cycle.
* Involved in mapping the fields between the current reporting system and **Salesforce** using data loader and conducted internal training sessions for business users on **Salesforce** technology functionalities, especially with respect to reports and dashboards.
* Analyzed different business reports and guided the team on deployment and customization of those reports in **Salesforce**.
* Review and understand business requirements as they apply to the **Salesforce**.com platform.
* Used Informatica cloud service to integrate the data between systems. Uploaded the new data to SF using the updated test data and used SQL server to fetch the data base extracts to complete database testing.
* Used Chatter.com to follow co-workers and to receive updates about project and customer status. Create and manage dashboards and folders in **Salesforce**.
* Implemented general customizations and configurations in SFDC required for the user interface to function as designed per the requirements.
* Prepared User stories, Mockup Demo, Business Requirement Documents, and Use Case Document. Customize **Salesforce** for Underwriter Management & Opportunity Management.
* Created custom profile & setup Sales users, created Functional Design Document and Solution Design Document and worked with Global Channel Operations teams to continuously enhance **Salesforce**.com to improve productivity.
* Worked on FD, BRD and Deployment Document for new systems, systems changes and / or system enhancements and also as Technical liaison between Channel Operations and RSA IT.
* Worked on content, Channel portal enhancement and integration and configured for Outlook for sales and operation team.
* Used Big Machines for Configuration, Quoting, Pricing (CPQ) & Document Engine to extend the capabilities of as a Lead to Order application.
* Create User Test Scripts and assist business with UAT and performed system testing and configured Echo-Sign Apps and Contract Template, migrated Metadata from sandbox to Production.
* Created Marketing. User adoption, Lead, Opportunity & work order reports & Mockup dashboards.

**Versant Health, Linthicum Heights, MD Mar 2014-June 2016**

**Role: Salesforce Business Analyst**

**Responsibilities:**

* Interacted with various business team members to gather the requirements and documented the requirements.
* Extensively used Salesforce sales cloud and Salesforce marketing cloud to help meet the business objectives as specified by stakeholders.
* Analyzed the Scope of the Requirements, and managed requirements to avoid Scope Creep.
* Participated in Requirement Gathering Sessions & JAD Sessions.
* In charge of conducting the UAT with the Business users and gathering feedback and providing the same to the Development team.
* Reviewing the test cases provided by the QA team, and providing feedback.
* 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.
* Designed enterprise integration of Salesforce.com with core Master and Transactional data systems, like POS and sales data provided by Retail Partners.
* Management of team for development of Mobile Apps leveraging Salesforce.com Digital Sales Aid and Mobile SDK Platforms.
* Understanding the requirements from business and implementing on salesforce platform both functionally and technically.
* Had worked on configuration setting up of Workflows and Approval Process.
* Data Mapping and Data Loading into SFDC using Data Loader.
* Modified page layouts for Salesforce.com standard and custom objects.
* Responsible for performing administrative functions in Sales Force CRM such as create/modify pick lists, custom fields and lookup fields.
* 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.
* Created custom Dashboards for manager’s home page and gave accessibility to dashboards for authorized people.
* Conducted GAP Analysis and enhanced business process by integration
* Worked on Agile and Scrum Methodology for Salesforce custom app implementation.
* Managed new custom objects, assigned fields, designed page layouts, custom tabs, components, custom reports
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.

**Empower IT, Hyderabad India May 2012 – Feb 2014**

**Role: Business Systems Analyst**

**Responsibilities:**

* Performed Gap Analysis to check the compatibility of the existing system infrastructure with the new business requirements.
* Accumulated system requirements from various departments through surveys and interviews.
* Involved in prioritizing the defects and writing business requirements to resolve them.
* Conducted JAD sessions with management, SME, vendors, users and other stakeholders for open and pending issues.
* Involved with all the phases of Software Development Life Cycle (SDLC) methodologies throughout the project life cycle.
* Used BEA (BPM Tool) to map Process flows and migrated Visio Process flows into BEA Tool.
* Worked with Documentum Enterprise content management (EDMS) using pharmaceutical GxP standards to capture, store, preserve and deliver content and documents related to organizational processes with Every Document Now Available (EDNA).
* Responsible to import the parts of the existing reports using Business Objects Live Office to develop the required reports in Microsoft Excel and Word.
* Followed the UML based methods using Rational Software Modeler/MS Visio to create: Use Cases, Activity Diagrams / State Chart Diagrams, Sequence Diagrams, and Collaboration Diagrams.
* Assisted in the development, design and implementation of new relational or multi-dimensional databases, including the analysis of user needs.
* Created and managed project templates, use case project templates, requirement types and traceability relationships in Requisite Pro.
* Developed Systems Specifications document to define the impact of the new requirements on the existing system.
* Develop change management procedures for implementing requirement changes and/or enhancements and consistently tracked the requirements status throughout the project life cycle.
* Involved in performance measurement of ongoing data collection to determine if a program is implementing activities and achieving objectives.