**Diana Mercedes**

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Salesforce Business Analyst/Administrator

US Citizen

**PROFESSIONAL EXPERIENCE**

* 7 years of IT experience working as Salesforce Business Analyst, Salesforce Product Owner, Salesforce Administrator and Developer in salesforce.com CRM Platform, Apex Technologies and Salesforce Lightning/Classic. Industry experience in Sales, Healthcare, Real Estate, E-commerce, and Asset Management.
* Business Analysis with strong experience in brand planning, performance evaluation, and marketing. Proficient at researching and evaluating issues, mitigating project risks, and impacts to deliver satisfactory solutions, and excellent organizational skills with handling multiple projects
* Experience in development, administration, configuration, Implementation, and Support of Salesforce CRM, and leveraging Force.com Platform -- world’s first commercial Software as a Service (SAAS) application running in Cloud Computing Environment.
* Certified Platform Developer I and Administrator.
* Experience in working with executives, managers, and business stakeholders to determine their business requirements and processes.
* Met challenges, matrices and deadlines on regular basis, exceeding expectations.
* Experience with Apex Language, Apex Trigger, Apex Scheduler, Batch Apex, Apex Class & Visual Force (Page, Component & Controllers).
* Developed user interfaces using Lightning Components and Visualforce.
* Experience in defining and managing custom Objects, Creating page layouts, Developing field validations, campaign Management, formulas and workflow rules
* Experience working with salesforce .com Sandbox and Production environments.
* Experience customizing standard objects Accounts, Contacts, opportunities, Products, Price books, Cases, Leads, Campaigns, Reports and Dashboards.
* Worked on the designing of custom objects, custom fields, role based page layouts, custom Tabs, custom reports, report folders,design of Visual Force Pages, Dashboards, Apex Classes, Controllers & Triggers, and various other components as per the client and application requirements.
* Develop workflow diagrams to facilitate better system understanding.
* Experience in SFDC Development in implementing Lightning Application using VS Code, SFDX, Apex classes, Triggers, Visual Force, LWC, SOQL.
* Hands-on experience in using Change Sets with inbound and Outbound Change sets.
* Involved in the Deployment process using Change Sets ,VS CODE, SFDX, and an migration tool
* Proficient with Lightning Flows, workflow rules, validation rules, sharing rules, field dependencies and approval processes
* Experience in working with Sales Cloud, Service Cloud.
* Working with JIIRA tool for day to day life in business analysis process and development aspect.
* Experience with Agile, and Scrum Methodologies
* Self-motivated, organized and attention to time and deadline management.
* Strong interpersonal and communication skills.
* Highly organized and dedicated with a positive attitude, capable of producing results and creating a positive environment.

 **SKILLS**

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| --- | --- |
| **Salesforce Technologies** | Salesforce CRM, Apex Language, Apex Classes/ Controllers, Apex Triggers, SOQL, SOSL, Visual Force Pages / Components, Salesforce Outlook, Sales Cloud, Workflow & Approvals , Report and Dashboards ,Custom Objects , Apex Data Loader, Workbench , Lightning Flows , LWC  |
| **Tools**  | VS code, Salesforce CLI, Force.com, Developer console, Change Sets, Workbench, Data Loader, Import Wizard, Ant Migration Tool, Mulesoft, JIRA, Force.com Platform , Lightning App builder , Live Server , Zoom , Microsoft Teams, MS Office, Google Drive |
| **Languages**  | Apex, HTML, CSS, Java Script, SOQL, SOSL |

**EXPERIENCE**

**Compugra Systems Inc Oct 2020 – Till Date**

**Customer: Robert Half International – San Ramon, CA**

**Role: Salesforce Business Analyst / Administrator**

**Description**: Robert Half International Inc., is a global human resource consulting firm.

**Project**: Project consists of Salesforce implementation of customized Salesforce application to support the Independent Contractor hiring process and Internal Salesforce System maintenance.

* Involve in the identification, understanding, and documentation of business requirements.
* Create stories and configuration for new functionality including docusign, survey application, back end scoring system, candidate, company, Job order.
* Collaborate with Product Owner in gathering requirements and writing user stories while keeping Salesforce capabilities in mind.
* Assist and organize Sprints with the team and facilitation of SCRUM meetings for project management process and help team meet sprint goals.
* Develop User Stories, Use case Documents, Business Requirement Document BRD and Functional Requirement Document FRD.
* Provide end-user support & administration: process access requests, resolve access issues, role, email notifications, reporting and dashboards.
* Create Workflow Rules, Approval Process, Validation Rules, Tasks, Email Alerts, Field updates and outbound messages to manage the Workflow and Approvals.
* Configured Custom profiles, Fields, Dependent picklists, Page Layouts, Record types, Objects, Tabs, and custom Apps.
* Create page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Design and deployed the Custom objects, Custom tabs, Validation rules, Workflow Rules, Auto-Response Rules, Page layouts, Components, Visualforce Pages to suit to the needs of the application.
* Develop Reports and Dashboards as per the business requirements.
* Use Data Loader for inserts, update, and bulk import or export of data from Salesforce.com. Used it to read, extract, and load data from comma separated values (CSV) files.
* Interact with various Business users for requirements gathering, involved in understanding the future requirements and steps needed for the business improvements.
* Reviewe BRD and FSD to ensure all business requirements were documented.

**Environment:** MS Office**,** Force.com Platform, BRD, FRD, Lightning App Builder, salesforce .com Custom/Standard Objects, Custom Tabs, Page Layouts, SOQL/SOSL Queries, Data Loader, HTML, CSS , Reports, Dashboards , Visualforce Pages , Zoom

**Omnicell, Florida July 2018 – Sept 2020**

**Role: Salesforce Administrator/ Developer**

**Description**: Omnicell is an organization leading a transformation of medication management through their vision of the Autonomous Pharmacy. Their goal is to move pharmacists and other clinicians to the center of patient care where they can practice at the top of their license. Omnicell offers a powerful combination of advanced automation, data intelligence, and expert services to better serve patients.  Healthcare providers and pharmacies are replacing manual, error-prone tasks with more accurate, efficient processes through solutions like Omnicell’s advanced robotic systems and analytics software and services.

* Developed customized solutions within the Salesforce platform to support critical business functions and meet project objectives and company goals.
* Managed daily support and maintenance of internal Salesforce instance, and conduct long-term improvement operations to ensure compatibility with evolving mission requirements.
* Developed various Custom Objects, Tabs, validation rules on the objects and tabs, Components and Visualforce Pages.
* Developed workflow rules, tasks, emails and alerts to track customer related tasks and activities
* Developed lightning components and applications for Salesforce mobile.
* Involved in migrating data into Salesforce application using apex data loader through CSV files. Installed and configured apex data loader
* Maintained and supported various Functional areas like, Accounts, Contacts, Leads, Campaigns, Opportunities, Cases, Quotes and Activities.
* Highly involved in customizing the Salesforce functionalities like workflows, approval process, setting up Roles, creating profiles, Creating Validation rules, security controls, data management.
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the needs in the organization.
* Created email templates and inbound emails using Visualforce for customers and clients.
* Wrote SOQL and SOSL statements within custom controllers and triggers.
* Created Html Email Templates with merge fields for CSR agents.
* Configured Sharing settings to specify the level of access the users have to each other's data.
* Resolved customer complaints and offered suggestions for improvements and enhancements.
* Use Data Loader to insert, update, and bulk import or export of data from Salesforce .com objects and to read, extract and load data from comma separated values (CSV) files.
* Deployed using change sets and working on solving deployment errors.
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Designed and implemented Custom objects, Page layouts, Custom tabs, Custom Buttons, Custom Links and Components.

**Environment:** Saleforce.com platform, Windows, MS Office, Visualforce (Pages, Component & Controllers), Data Loader, VS Code, SFDX, Change Setts, HTML, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Custom Fields, Triggers, Workflows Rules, Validation Rules.

**Ramark, New Jersey Dec 2017 – June 2018**

**Role: Salesforce Product Owner / Administrator**

Services for the management of multiple Sales, Real Estate, Asset Management and Construction applications for various clients to develop rich user interface and better interaction.

* Prioritized User Stories by conducting backlog refinement sessions with team members and set the Goal for the Sprint, Maintained backlogs for next three months.
* Promoted agile principles and influenced Business product Managers to adapt agile practices.
* Performed Product Owner responsibilities, conducted Backlog refinements and Prioritized the Epics and Features by working closely with Business partners and stake holders.
* Worked with internal teams, including developers, engineers, architects, quality assurance,
* Partnered across functional areas as needed to coordinate delivery plans, testing, training and support.
* Worked day to day with the scrum teams clarifying business requirements, removing roadblocks, constantly communicating and gaining alignment around feature or product strategy.
* Gathered requirements from various stakeholders and converted them into user stories.
* Participated in daily Scrum calls, Sprint planning meetings, demos & retrospectives.
* Created Sprint calendar and set-up pre-grooming & grooming sessions
* Assisted in usage of field level security along with page layouts in Lightning to manage access to certain fields.
* Collaborated on management of user Accounts and Security - including new user account creation, profile and role management, sharing rules, and security controls.
* Analyzed business requirements and designed solutions using Apex classes, triggers, and Visualforce pages.
* Assisted in configuration of Salesforce .com to meet business requirements - including fields, page layouts, workflows, approvals and validation rules.
* Assisted configuration of various Custom Reports and Report Folders for different user profiles based on the needs in the organization.
* Assisted in the Design of the Custom objects, Custom tabs, Validation rules, Page layouts, Components, Visualforce Pages on Lightning Platform.
* Resolved customer’s complaints and offered suggestions for improvements and enhancements.
* One on one training with Wealth Management teams on how to use system onsite and offsite, enabling effective utilization.

**Environment:** MS Office**,** Force.com Platform, Lightning AppBuilder, salesforce .com Custom/Standard Objects, Custom Tabs, Page Layouts, SOQL/SOSL Queries, Lightning components, Data Loader, HTML, CSS , Reports, Dashboards , Visualforce Pages , Zoom

**Merkami LLC, New York July 15– Nov 17**

**Role: Salesforce Administrator, Data Analysis**

**Description**: E-Commerce Platform selling ecological products with a social impact focus.

* Performed administrative tasks like Data management, User management (Creating and managing roles, profiles and users).
* Worked with various salesforce.com objects like Accounts, Contacts, Leads, Opportunities, Reports and Dashboards.
* Participated in integrating Shopify for e-commerce business along with maintaining the company data in Salesforce in a smooth manner.
* Interacted with various business team members to gather the requirements and documented the requirements.
* Created Page Layouts to organize Fields, Custom Links, Related Lists and other components on Record Pages.
* Implemented email-to-case, web-to-case entry and manual case entry for entering customer’s cases in cases tab.
* Created various profiles, roles, and page layouts and configured the permissions based on the organization hierarchy requirements.
* Created pick lists, dependent pick lists, lookups fields, junction objects, master detail relationships, validation and formula fields.
* Used field level security, profiles and audit trail setup to ensure that protected data is only with authorized users.
* Created Web-to-Lead and Web-to-Case forms
* Conduct knowledge transfer sessions as part of onboarding new resources to the team

**Environment:** Windows 7, Force.com Platform, Page Layouts, SOQL/SOSL Queries**,** Import Wizard, Apex, Visual Force, Workflow Rules, SalesForce.com , Sales Cloud

Education: A.A.S in Science from Hostos College, New York

Certifications: Salesforce Certified Administrator

 Salesforce Certified Platform Developer 1

Languages: English (Fluent) Spanish (Fluent) French (Basic) Mandarin (Basic)