

**Name: USHA**

**Phone: 408-429-3826**

**Email:uravuri77@gmail.com**

**Salesforce – Admin & Business Analyst**

**PROFESSIONAL SUMMARY**

* Over 6+ years of IT experience and 5+years’ experience in the Salesforce.com CRM Platform as **Administrator and Analyst**
* In-depth knowledge and practical experience of **using Waterfall, Agile, Scrums, Rational Unified Process, Business** Process Reengineering, Business process mapping, Application Delivery, Unified Modeling Language, System Requirements Specification and Functional Requirements Specification, Rapid Application Development, and MS Visio.
* Experience **in Salesforce Sales & Service Cloud, Communities, sites, Knowledge Articles, Content/Library, and AppExchange etc.**
* Demonstrated experience with **Salesforce Classic and Lightning** Deep understanding of the differences between the two.
* 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
* Proficient in all phases of Software Development Life Cycle (SDLC), which involves requirement gathering, requirement analysis, agile, functional design, implementation and enhancement of projects in SalesForce.com
* Experience in different SDLC methodologies like Agile/Scrum, Waterfall.
* 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**
* Strong working experience with various standard objects like **Accounts, Contacts, Opportunities, Products, Leads, Campaigns, Reports and Dashboards.**
* Documented the technical design Documents and to-be process flow diagrams and identified gaps.
* Ability to effectively translate Salesforce data into business understandable metrics using **Reports (Matrix, Summary, and Tabular),** Analytical Snapshots, and Dashboards (Static and dynamic)
* Experience on reporting tools like **Tableau** and knowledge on Qlik tools
* Experience in SFDC administrative work like **Approval and Tasks, Dashboards, Data Loader, flows, process builder, Record types, Email Services, Escalation rules, Roles, Profile, Creating Users, Page Layouts, Reports, Validation Rules and Workflow Rules**.
* Experience in using Data Loader for bulk import or export of data from Salesforce.com Objects and data manipulation language for data migration.
* Expertise in **Salesforce Data Validation, Sales, Marketing, Customer Service and Support Administration**
* 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.
* Conducted analysis and evaluation of existing systems to upgrade latest versions of **JIRA.**
* Excellent communication and inter-personal skills, accustomed to working in both large and small team environments

**Tools/Methods**

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| * Rational Unified Process |
| * UML |
| * Agile, Waterfall, JIRA, Confluence,WSDL, Windows XP, MS VISIO, MS office, HP QC |
| * Salesforce.com Administration, workbench, Data loader, data import change sets , Folsom |
| * MS Visio, HP Quality Center |
| * MS Office (Word, Excel, PowerPoint, Project, Outlook, Access) |
| * MS SQL Server, SOQL, SOSL, Visual studio, SFDX, GIT |

**Professional Experience:**

**Insulet Corporation - Acton, MA Dec 2019 – Present**

**Salesforce Business Analyst**

**Responsibilities:**

* Worked on Agile Scrum Methodology for Salesforce implementation from scratch. Followed the iterative Agile scrum methodology throughout the SDLC – facilitated daily scrum meetings, sprint planning meetings, sprint review meetings, and sprint retrospective meetings.
* Leveraged Jira to enter user stories and track the progress of stories.
* Documented and configured the manual steps after the deployment
* 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.
* Created various **Custom objects, Tabs, Workflows, Reports, Apex triggers and validation rules** for the application.
* Built CRM solutions as per business requirement for **Sales lifecycle, Lead management, Account Management, Account territory management**
* Described the **territory management** in Salesforce and how it would improve the efficiency of the system.
* Designed the security model in Salesforce and configured **profiles, permissions set and Role hierarchy**.
* Groomed user stories on a daily basis with the vendors and business identify gaps or changes required to existing requirements.
* Worked on Cloud option on **Sales and Service cloud.**
* Configured **Amazon CTI** For case management
* Worked on the **inbound and outbound** calls requirements.
* Documented the Call center Requirements and document the **Amazon CTI** Steps
* 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
* Manage functional testing cycles including test planning, script development, status reporting, and test execution
* Troubleshoot and facilitate issue resolution by suggesting techno-functional workarounds
* Developed new and enhanced existing data metrics with database administrators to provide more complete custom reporting on customer data sets
* Worked on the Generating custom reports and dashboards
* 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.
* Analyzed and responded to any issues in Salesforce from the sales and marketing teams.
* Created various approval process and **workflows, process builder, Email Template.**
* Service Now knowledge including that of application functionality, architecture, configuration and customization methods as well as integration techniques.
* Worked on Mule soft integration.
* Designed Email templates that were used in workflow rules and **time-triggered workflows.**
* Responsible for data migration using **Apex Data Loader** in Salesforce.com.
* Configured **Record types** for Case and Account objects
* Created **Email templates** in Text, HTML and Visual Force necessary for the application.
* Worked with QA team to identify bugs and log the same in Jira.
* Tracked bugs logged in Jira and communicated the same with the developers and partners to resolve the bugs.

**Skalable Technologies Corporation June 18 – Nov 2019**

**Salesforce Admin/Analyst**

**Responsibilities:**

* Conducted meetings with business users and SMEs to identify and gather Business Requirements
* Participated in the creation of Business Process Workflow in creating and understanding the process.
* Involved throughout the Software Development Life Cycle (SDLC).
* Followed Agile methodology guidelines and principles all through the SDLC process
* Conducted Business Process Review and Modelling , GAP analysis to develop, document and analyze “As is” and “To be” business processes – to develop migration strategy for transitioning from legacy-to-new platform
* Organized Joint Application Development (JAD) sessions with end users, developers, project manager, and quality analysts to resolve conflicts, schedule releases, prioritize tasks, and design the proposed application
* Plan projects according to the weekly deadlines
* Provided detailed estimates of the level of effort associated to implement the technical portions of a project.
* Worked on the communities and sites requirements from the scratch.
* Created Business Requirement Documents (BRD) and converted them into Functional Specification.
* Translate Functional Requirements into Use Cases from a system perspective.
* Worked on various Salesforce.com Standard objects like **Accounts, Contacts, Opportunities, Leads, and Campaign.**
* Coordinated with legacy application team for integrating data flow with Salesforce as centralized system
* Assisted and created the requirements management plan for the project
* Write user stories for the developer team
* Create mockups of the proposed product
* Analyzed and Created Custom Profiles as required for the business needs and implemented Object level, Field level and Record level security
* Developed **workflow rules, validation rules, approval processes** and customizations within Salesforce.com
* Deployed, configured, and supported the prototype application for its demo/UAT for various line of business from various cities , prepared deck for UAT & gathered feedback and followed up with further updates on the prototype and related documents.
* Customized Page Layouts for Salesforce.com Standard and Custom objects. Defined various Validation rules to validate the data in the application.
* Created custom report types and generated report using the report types.
* Good experience in Salesforce.com Configuration of **roles, profiles, user accounts, implemented role hierarchies, sharing rules** and record level permissions to provide shared access among different users.
* Well versed with Queues, Public Groups, Assignment Rules, Auto Response Rules, Schema Builder, Data Loader and List Views.
* Analyzed performance reports, point out the problem areas and troubleshoot the issues.

**AstraZeneca, Wilmington DE Jan 17 – May 18**

**Salesforce Admin & Analyst**

**Responsibilities:**

* Served as a Salesforce Analyst between Business Team and the Project Team by assisting the business in identifying, understanding, and documenting their business needs.
* Facilitated Joint Application Development (JAD) sessions with the Management, financial team to make sure everyone in sync with the business requirement processes.
* Gathered Requirements and documented the proposed additional extension to the existing application.
* Performed GAP analysis to understand the gap between the actual and potential performance or requirements with the sole objective of identifying customization/enhancement needs
* Worked on Salesforce setup menu, Configuration, Administration and Data Migration of applications to Force.com platform.
* Worked on **SFDC Sales Cloud, Service Cloud** to enhance and track CRM capabilities.
* Configured the Five9 CTI in the org documented the steps.
* Worked on the case management, **web to case, Email to case.**
* Worked on the **user access, creating profiles, reports, page layouts, record types, custom objects**
* Worked on managing the data Case, **Contacts, Leads, Opportunities, Quotes and Dashboard**s.
* Customized Service Cloud console using Salesforce Console Integration Toolkit.
* Worked closely with the release manager and managed deployment steps
* Managed sandbox refresh and Sample Data in the sandbox
* built and maintained effective client-focused relationships with internal and external stakeholders and vendors
* Pulled reports from Salesforce on a weekly basis, exported data into Excel, and formatted reports as needed to be shared out with other teams.
* Assisted the Quality Team in designing the Test Plans, Test Scenarios and Test Cases
* Conducted regular meetings with senior project managers and business sponsors to discuss any technical and operational issues and updates on the current project status.
* Participated in Business Modeling by understanding the needs of the business, and also documenting Business Use Cases as well as System Use Cases.
* Used MS Visio to create Use Cases, activity, Sequence and Data Flow Diagrams.
* Assisted development team to translate requirements into Business, Functional and technical specifications documents.
* Initiated Test Plans, developed and executed test cases and scenarios, worked with users to develop specific acceptance criteria and prepare test exhibits.
* Conducted User Acceptance Testing (UAT) sessions with business users and prepared document for enhancements and bug fixes.
* Used HP Quality Center to report any bugs found and communicate to the developers and product support team.
* Assisted in development of User Guides, training materials and SOPs.
* Involved in defect triaging and managing change management issues.
* Analyzed and evaluated User Interface Designs, Technical Design Documents and Quality Assurance Test condition the performance of the application from various dimensions.

**CBMS Denver, Colorado Apr 15 – Dec 16**

**Salesforce Business Analyst**

**Responsibilities:**

* Worked closely with PMO, architects, development & quality teams to ensure timely delivery of sprints and projects
* Participated in SDLC requirement gathering, converted business requirements to technical specifications, designed, tested and deployed applications following proper release management approval processes
* Interacted with various business user groups for gathering the requirements for Salesforce implementation.
* Managed day-to-day of business; bringing in new clients and maintaining relationships; creating custom digital marketing strategies and advising clients; writing copy and creating effective content; managing social media accounts; working closely with designer on websites, videos, graphics, and more
* Performed administration of Salesforce apps which included user management and customization of **objects, fields, page layouts, formulas, workflows, approval process, profiles, permission sets, validation rules, sharing rules, reports, dashboards, compact layout** etc.
* Worked on various salesforce.com standard objects like **Accounts, Contacts, Leads, Campaigns, Reports and Opportunities.**
* Responsible for deployment of App Exchange third-party packages & executing **data loader jobs**
* Performed monitoring and timely analysis of technical issues with Salesforce platform
* Defined dependencies and **field level security** in Salesforce CRM
* Developed SOQL queries to extract, manipulate and validate the target data against source data
* Conducted KT sessions for Offshore resources and documented the same
* Closely worked with Salesforce consultants while implementing the solutions for the needs of organization.
* Created and deployed several Salesforce reports for different user profiles based on the need in the organization.
* Worked with SME's of Corporate Actions to better understand the impact and document the Business Requirement Specifications.
* Performed Gap Analysis for the modules in production, conducted feasibility study and performed impact analysis for proposed enhancements.
* Worked with stakeholders to obtain deliverable signoffs. Provided functional direction to other systems analysts and used the meta-data definition and workflow needs and how these functions map to business processes.
* Conducted UAT and Coordinated with the QA Team in the sign-off process before deployment.

**Gantec Publishing, Chicago IL Jun 14 – Mar 15**

**SAP Business Data Analyst**

**Responsibilities:**

* Acted as a liaison between business and functional teams on SAP CRM upgrade project
* Collaborated on requirements gathering, development of business processes to ensure high data quality standards for end-user records in SAP CRM
* Assisted in managing data quality of five million end-user records and transactional data for 500+ dealers in SAP CRM
* Collaborated with dealer mentors to investigate, resolve, and train independent dealership personnel regarding system issues
* Executed verification and validation rules to process SAP IDocs and collaboratively discussed failures and resolutions with cross-functional teams
* Wrote test cases and executed end-to-end functional testing to ensure optimal progress and product stability for end users
* Responsible for reviewing & approving formal root-cause analysis documentation
* HP Quality Center expertise in defect tracking, and documenting use cases for continuous improvement
* Recognized as most valued team member of the month on several occasions

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| **Education & Credentials**   * **Bachelor’s Degree from Nagarjuna University, India** |  |
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**Skills**

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| Programming/Scripting: | C#, Java, JavaScript, jQuery, VB Script, Apex,visualforce |
| Web Technologies: | HTML, CSS, GitHub |
| Databases: | SQL, Oracle, MySQL |
| Enterprise platforms: | SAP CRM, Salesforce, SAP MDM |
| Testing tools and others: | HP QC (ALM), QTP, Tableau, ServiceNow |

**Environment**:

Salesforce, Service cloud, Workflows, HTML, Java Script, Workflow & Approvals, visual studio, web components, Aura Components, Bamboo, sandbox, Bit bucket, Confluence, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Eclipse IDE Plug-in. Smart Draw, Forec.com IDE.