**Anish Ali**

**Boston, MA**

**Salesforce BA/Admin/QA**

**PROFESSIONAL SUMMARY:**

* 8 years of Experience as Salesforce Business Analyst/ Admin with proven experience in analyzing the business process, identifying and proposing the solutions for an effective customer experience, implementing and configuration of end-end new and existing Salesforce apps.
* Experience on various SDLC methodologies such as Agile, Waterfall, Hybrid and KANBAN.
* Work with various salesforce.com standard objects like Accounts, Contacts, Opportunities, Products, Cases, Leads, Campaigns, Forecasts, Reports and Dashboards.
* Experience in Administration setup like manages Users, Security Controls and Data Management.
* Writing SQL scripts to test the mappings and Developed Traceability Matrix of Business Requirements mapped to Test Scripts to ensure any Change Control in requirements leads to test case update
* Hands on experience on Salesforce Lightning for Customizing Reports and Dashboards for business use.
* Work closely with the data architect to resolve the referential integrity problems.
* Experience working across various SFDC implementations covering Sales cloud, Community Cloud, Service Cloud, Chatter & App-exchange applications and Experienced in creating Lightning pages inside Lightning Community Builder.
* Extensive experience in requirements gathering, Surveys/Questionnaire development, Business Requirement Documents (BRD), Functional Requirement Documents (FRD).
* Experienced in various Page Layouts, Record Types and in configuration of Permissions based on the Organization hierarchy requirements.
* Perform mass insert, update, and upset, delete using Apex Data loader, Salesforce workbench and also imported data from Data Import Wizard for identifying any duplicate records.
* Excellent Business Requirements Analysis skills: including user interface diagrams, work flow diagrams, use cases, use case diagrams, user stories, business rules, data flow diagrams, business constraints.
* Experience as Business Analyst/ Product Manager with Salesforce and extensive experience in interfacing with the Business to elicit Functional requirements Successful in translating business requirements, user expectations into use cases, functional requirement and non-functional requirement.
* Good development experience with Apex Language, Apex Trigger, Apex Scheduler, Batch Apex, Apex Class & Apex Web Service, Partner WSDL & Enterprise WSDL, Visual Force (Page, Component & Controllers) and S-Control.
* Experience in Banking, Telecom, Networking, and Healthcare sector.

**TECHNOLOGY:**

**SFDC technologies:** Service Cloud, Apex Classes/Controllers, Visualforce, Apex Triggers, SOQL, SOSL, Role Hierarchy, DML, Process Builder, Batch Apex and Scheduled Jobs, Service cloud console, Conga Composer, Sales Cloud Einstein, Reports, Dashboards, Analytic Snapshots, Custom Objects, Page layouts, Communities, SSO, Lightning

 Apex Data Loader, MS Project, SharePoint, Apttus CPQ & CLM, ANT Migration Tool.

**Methodologies:**  Waterfall, Agile – Scrum, RUP

**Databases:** MDM, Oracle [ ] MySQL, SQL, T-SQL, PL/SQL

**Tools:** JIRA, Rally, HP ALM, HP QC, VISIO, MS Project, MS office.

**CERTIFICATION:**

* Certified Salesforce Administrator (ADM 201)
* Certified Salesforce Developer (Dev 401)

**EDUCATION:**

* Master of Science from University of Vermont, 2019
* Bachelor of Technology from West Bengal University of Technology, 2011

**WORK EXPERIENCE:**

**Cotiviti, Waltham, MA April 2019 – Present**

**Salesforce Business Analyst/ Admin**

**Responsibilities:**

* Worked on several Custom Reports & Dashboards to better assist managers and also report folder to provide report accessibility to appropriate personnel.
* Worked on DocuSign integration with salesforce for eSignature to provide electronic exchanges of contracts and signed documents to multiple users at a time.
* Prepared and presented Business Requirement Document (BRD), Functional Requirement Document (FRD) and System Requirement Specification (SRS) and UML Diagrams such as Use Case, Sequence Diagram and making Activity Flows.
* Worked on various Salesforce Standard objects like Accounts, Opportunities, Leads, Campaign and Reports.
* Customized Page Layouts for Salesforce Standard and Custom objects.
* Worked on Salesforce.com Service Cloud development including SDLC, standard and custom objects,
* Used SOQL & SOSL Queries with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Served as SFDC Subject Matter Expert (SME) for Salesforce Service Cloud Implementation.
* Used complex validation rules, cross object formulae, lookup rules, workflow and dynamic approval processes to implement business logic.
* Performed customizations with Apex Standard, Custom, Extension and List controllers at various clients for complex user stories.
* Worked extensively in customization of Service Cloud Console by embedding Visualforce pages in custom console components, highlight panel and interaction log.
* Performed gap analysis and research software products and provide recommendations to the PMO.
* Reviewed and prioritized the backlog for sprint planning including coordination of dependencies with other related product owners.
* Used Sandbox for developments, testing and migrated the code to production instance after UAT testing using change sets.
* Wrote SQL scripts using composite primary keys - combination of multiple fields to analyze data quality issues and validate the mapping rules.
* Worked in Salesforce Development including Custom Objects, Apex, Triggers, Visual force
* Documented Test Plans that contains Test Scripts, Test Cases, Test Data and expected results for the Unit, Integration, Functional, Performance, and User Acceptance Testing, using Test Manager.
* Performed critical testing of the production issues and closed the defects in JIRA.

**Penn National Insurance, Harrisburg, PA Aug 2015 – Mar 2019**

**Salesforce Business Analyst/ Admin**

**Responsibilities:**

* Involved in CPQ (Configure, Price& Quote) design, mapping to the Salesforce custom objects.
* Understanding and writing user stories for the implementation of Visual Force, SOSL, SOQL and Enterprise, Visual Force and Custom User Interfaces using HTML.
* Created customized pdf files by using visual force pages and Apex classes then attached to the DocuSign templates and sent directly to the users.
* Created new custom objects, assigned fields, designed page layouts, custom tabs, components, custom reports.
* Customized standard objects like Accounts, Opportunities, Contacts, Leads, Campaigns, Reports and Cases.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Implemented the validation rules on the objects and tabs, Page layouts, Custom tabs, and Components to suit to the needs of the application.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish many-to-many relationships.
* Administrator duties include working on various salesforce standard objects like Accounts, Contacts, Cases, Solutions, Knowledge Management, Reports and Dashboards.
* Worked extensively in customization of Service Cloud Console by embedding Visualforce pages in custom console components, highlight panel and interaction log.
* Used Tabular, Summary and Matrix reports to create Standard reports and Custom reports.
* Wrote complex SQL queries/scripts, Procedures, Functions, Triggers using TOAD/SQL Developer to provide transformation logics and conversion/business rules on migrating data.
* Used agile development method to promote development iterations, teamwork, and process adaptability.
* Conducted requirement gathering sessions with the purpose of creating and defining the Business Requirement Document (BRD) and the Functional Requirement Document (FRD).
* Assisted in guiding the customers on Service Cloud implementation.
* Analyzed the changes performed in CRM application for marketing, sales etc. translated them to business and functional requirements for Sales and Service Clouds in SFDC.
* Analyzed User Stories and helped Product Owner in structuring Product Backlog.
* Used SFDC created detailed analysis of business and technical requirements and created solutions by customizing various standard objects along with Visualforce, Force.com API and web services
* Prepared Business Process Models that include modelling of all the activities of the business from the conceptual to procedural level.
* Administrated and monitored the company's Salesforce sales cloud application by creating the workflows for automated lead routing, lead escalation and email alert.
* Conducted internal training sessions for business users on Salesforce technology functionalities, especially with respect to reports and dashboards.

**Wipro Technologies Aug 2011 – June 2014**

**Associate Consultant**

* **Client-Cisco Systems**

**Cisco Service Request Management System**

Cisco Service Request Management system, involved Salesforce customer data model in various Salesforce objects, allowing CISCO administrators to manage, maintain and create cases for the support team to resolve issues.

* Service Cloud- Managed cases related to the knowledge portal of the company, writing complex workflows, validation rules and triggers to automate business processes.
* User Management- Provide access to employees or users in the company by assigning designated profiles, roles and page layouts to Salesforce users.

**Cisco Learning Management**

* Implemented a Learning Management site using customer portal and Knowledge base which functioned as knowledge repository for employees. Employees used knowledge base to refer process and procedures on various certifications offered by CISCO.
* Build and administered Salesforce Knowledgebase
* Worked on User access management to knowledge base
* Build Data Category mapping
* **Client- Bank of New York Mellon**
* Built and developed a customer data management system on Salesforce instance, mapping and migrating objects previously deployed on Siebel Application system. It involved developing complex relationships between objects to provide a more meaningful seamless synchronization and access to customer data.
* Weekly discussion with the client, gathering requirements with regards to the project and coming up with business solutions and functionalities for implementation.
* Data Management- The project was based on migration from Siebel system, resulting in the use of data loader and migrating object records from other systems.
* Created users, profiles, roles, public groups to provide shared and restricted access among Salesforce users.
* Worked on Standard and Custom objects, modifying page layouts, assigning page layouts, creating field dependencies and writing object level relationships between different standard and custom objects.
* Automated complex business processes, by writing workflow rules, validation rules and triggers on both Standard and custom objects.
* **Client-British Petroleum**

**Sales Cloud Management**

* **Client - Cargill Inc.
Sales Cloud Data Migration**
* Migrated large set of data as part of migrating from legacy CRM to Salesforce CRM
* Performed complex data mapping to convert data to Salesforce format
* Validate Data and suggested migration path
* Performed data load into SFDC using data loader
* Write validation rules for improving data quality etc.