**Shikha Rani Pramanik**

**Senior Salesforce BSA**

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**SUMMARY**

* Around 12 years of IT professional experience in **Salesforce Service Cloud, Salesforce Sales Cloud , Field Service and Salesforce Marketing Cloud** platform as **Business Analyst and QA analyst**.
* **Certified Salesforce.com Administrator #WI17, Salesforce.com Developer #WI17.**
* **PSM-I certified Professional scrum master.**
* Experienced in Analysis, design, testing, implementation, documentation, evaluation and maintenance of the Salesforce Service Cloud and Marketing cloud ecosystems.
* Good knowledge in **Salesforce Visual forces, Triggers, SOQL, SOOL, Marketing Cloud, SSJS, AMP Script, Email Studio, SMS Studio and other Salesforce** technologies.
* Demonstrated experience and knowledge of creating **Users, Roles, Leads**, provide user/Organization level permissions and testing in Salesforce Objects, fields, security setup, other configurations, SOQL queries, Tigger's, workflows to build business functionality based on design for business requirements.
* Worked on **Field Services** project called **Job Center** which **facilitate Wells, Rigs and Well bores access the globe**. It involves **Job creation, people, skills, competency(qualification), Materials, order tracking, offline data syncing (i.e documents, photos and videos using Liquid frameworks), Materials delivery** to well/wellbore and rig locations and route optimization using Omnitracs etc..
* Strong testing skills in **Salesforce1 Mobile App, Salesforce standard object, custom objects, page layouts, custom Tabs,** **Reports** and various other components as per application requirements.
* Have knowledge in implementing various advanced fields like pick lists, Custom Formula Fields, Many to Many Relationships, Lookups, Master-Details.
* Having extensive experience **gathering requirement and testing in SMS and Email campaigns**.
* Demonstrate of **Salesforce Marketing Cloud core functions including Email Studio, Mobile Studio, Journey Builder/Automation Studio and Content Builder.**
* Gathering **Integration requirements**, **create user stories and testing of Salesforce Service** **and Marketing cloud with other echo system like MuleSoft, TIBCO, Website etc. to facilitate REST/JSON or SOAP/XML API integrations.**
* **Strong working knowledge and experience in creating user stories, design documents, production support, create Test cases, Test result and UAT sign off activities.**
* Expertise in Customer journey development, marketing analytics, marketing automation strategies, data management and the day to day administrative tasks, platform upgrades.
* Hands on experience in **JIRA** for project scope, a defect tracking system to identify issues and concerns, then worked with development teams to implement necessary functional changes.
* Active participation in Agile ceremonies like backlog refinement, sprint planning, daily scrum, sprint review and sprint retrospective meeting.
* Experience in end to end implementation **of Software Development Life Cycle (SDLC)** and apply them effectively to **Agile and Waterfall models**
* Expert in analyzing business requirements, functional specifications and gap analysis, writing test plans, test scenarios, test cases and analyzing test results.
* Strong experience in **Defect Life Cycle in QA.**
* Solid experience in handling projects in the areas of **functional, integration, regression and acceptance testing** in Agile and Waterfall models
* Having Strong analytical, problem solving, communication, and interpersonal skills.
* Participated daily Scrum standup call, Backlog Refinement, Backlog grooming, Sprint planning, Refinement and leadership project status report meetings.
* Knowledge of **Meditech Clinical, Banking and Financial** Applications


# EDUCATION:

* Bachelor of Computer Science from KIIT University, India

# CERTIFICATION:

* Certified Salesforce Administrator #WI17
* Certified Salesforce Developer #WI17
* Certified Professional Scrum Master – I

# Technical Skills:

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| --- | --- |
| Operating Systems | Windows(10, 7, XP, 2000) |
| Databases | Oracle Database, SQL Server |
| Languages | Java, SSJS, JavaScript++,.Net, Apex,PL/SQL,SQL, SOAL, Data Wave 2.0, UNIX Shell Scripting, XML, HTML, JSON , YAML and RAML, MuleSoft |
| Tools | MS Excel, MS Office 2010, SharePoint, MS Visio, PowerPoint , MS Project , MS Access, Eclipse 3.0, Bugzilla, Salesforce, QC, Test Director, ALM, Jira, Data Loader, Soap UI, , Web services, SOAP, Cast Iron, WSDL, XML, JSON, REST, Eclipse, Aside.io, UNIX Shell scripting, Java, Eclipse, Oracle PL/SQL, Oracle 9i/10g, MySQL, Oracle SQL Developer, TOAD for Oracle, XML, XSD, X-path, XSLT, Eclipse , C, C++, Java, PL/SQL, Apex, Ajax, Git and Maven. |
| Salesforce Technologies | Salesforce Lightning, Service Cloud, Marketing Cloud (Journey Builder, Email Studio, Audience Studio, Mobile Studio, SocialStudio, Advertising Studio, Interaction Studio, Data Studio), Sales Cloud, Community Cloud, Server Side java Script (SSJS), HTML,CSS3 and AMP Script, Visual Studio code, Salesforce Developer Console, Apex Classes, SOQL, SOSL, Visual Force, Lightning pages(Pages, Component & Controllers),S-Controls, Triggers, Custom Objects |
| Salesforce Tools | Apex Explorer, Offline Edition, App Exchange, Data Loader, Eclipse, Data Loader, Force.com Platform (Sandbox and Production). |

**PROFESSIONAL EXPERIENCE:**

**Fortis Talent (Baker Hughes)**

**Oct 2020 – Present**

**Salesforce Business Analyst and QA Lead**

* Developed requirements **gathering sessions** with stakeholders and translate into technical requirements.
* Worked on **field services project** called Job Center which facilitate Wells, Rigs and Well bores access the globe. It involves **Job creation, people, skills, competency(qualification), Materials, order tracking, offline data syncing (i.e documents, photos and videos using Liquid frameworks), Materials delivery to well/wellbore and rig locations and route optimization using Omnitracs** etc..
* Work closely with developers **to customize and develop, design, and manage** ongoing system enhancements to meet the organization’s goals. Clearly communicated enhancements, new developments, releases, support, and training to **Business stakeholders and customers**. Ensured that the requirements, enhancements, and defects for all releases has been developed, fixed and tested by creating traceability matrices between the project artifacts.
* Facilitated business requirement interview sessions by working with business stakeholders to reach solutions.
* Conducted technical grooming sessions to ensure and enhance existing product capacity.
* Conducted **JAD sessions** with subject matter experts, stakeholders, and management teams in finalizing the requirements.
* Developed **user stories, gathered requirements, and delivered them** to the customer in a timely manner.
* Primarily involved in developing prototype of the application as proof of concept (POC) for business team and as a guideline for development team.
* Conducted **GAP Analysis and enhanced business process** by integration
* Worked on **Agile and Scrum Methodology** for Salesforce custom app implementation.
* Reviewing the **test cases provided by the QA team, and** providing feedback.
* Created user Roles and Profiles and sharing settings.
* Used field level security along with page layouts to manage access to certain fields.
* Worked on **Agile and Scrum Methodology for Salesforce custom app** implementation.
* Coordinated between business head, supervisor and the technical team throughout the project.
* Responsible for planning, coordinating and directing a variety of studies related to healthcare Services delivery.

**Environment:** Salesforce Lightning, Service Cloud,Visual Studio code, Salesforce Developer Console, Apex Classes, SOQL, SOSL, Visual Force, Lightning pages (Pages, Component & Controllers),S-Controls, Triggers, Custom Objects, Web services, SOAP, Cast Iron, WSDL, XML, JSON, REST, Validation Rules, Work Flows, Dashboards, Reports, Sandbox development and Testing, Eclipe, Aside.io, UNIX Shell scripting, Java, Eclipse, Oracle PL/SQL, Oracle 9i/10g, MySQL, Oracle SQL Developer, TOAD for Oracle, XML, XSD, X-path, XSLT, Eclipse, Apex Explorer, Offline Edition, App Exchange, Data Loader, C, C++, Java, PL/SQL, Apex, Ajax, Git and Maven.

**Fortis Talent (Toyota Financial Service)**

**Nov 2017 - Aug 2020**

**Business Systems Analyst/QA**

* Analyzing functional and non-functional requirements to assist in building the best possible solution that meets company’s architectural principles and design guidelines
* Estimating, planning and prioritizing activities to meet expectations and deadlines
* Work with development teams on the design and development of custom solutions through standard SFDC configuration in Apex, VisualForce, Lightning, JavaScript, application integration and data migration
* Triaging and fixing defects for all releases or day-to-day code related bugs, Performing unit tests and QA on all projects
* Identifying opportunities and executing continuous improvements in areas including but not limited to development process, deployment practice, and code quality and unit test automation
* Contributing to data integration initiatives among Salesforce and multiple internal and external data sources using integrations tools, platforms, and APIs to extract, transform and load data as required
* Manage and Maintain security including sharing rules and security levels.
* Provide best practices on the use of SFDC and marketing cloud, Guide the team on best practices for security model, mobile deployment strategies, workflow, data validation and analytics.
* Gathering requirements and create user stories and Effectively prioritization of user stories based on business needs.
* Engage with business stakeholders to gather/analyze requirements and map them to solutions that leverage salesforce functionality.
* Gather requirements and Testing of SMS and Email campaigns and Testing of Salesforce Marketing cloud with other echo system like Salesforce, MuleSoft, TIBCO, Website etc
* Gathering integration requirements and Testing REST/JSON and SOAP API’s
* Testing on Email/SMS Templates using HTML, CSS3 and AMP Script in Marketing Cloud as per the requirement.
* Effectively communicate between technical, operational and strategy group.
* Hands on experience in testing Marketing Data extensions and Journey builder to accommodate customer scenario.
* Testing of the import, extract and query activities using Automation studio.
* Extension Use of Workbench to run SOQL in order to create test data and manipulate test data in respective salesforce environment.
* Create and maintain robust test plans and test cases for all aspects of business systems with quality assurance best practices and standards
* Clearly communicate all bugs and issue uncovered through testing to the appropriate team members
* Application Management & Support, Assist end users in trouble-shooting system issues
* Testing on Users, Roles, Provide user lever and Organization level permissions.
* Creating user stories, design documents, prod support, create Test cases, Test result and UAT sign off activities
* Active participation in agile Ceremonies like Backlog refinement, Sprint planning, Daily scrum, Sprint Review and Retrospective meeting.

**Environment:**  Salesforce Lightning, Service Cloud, Marketing Cloud (Journey Builder, Email Studio, Audience Studio, Mobile Studio, Social Studio, Advertising Studio, Interaction Studio, Data Studio), Sales Cloud, Community Cloud, Server Side java Script(SSJS), HTML, CSS3 and AMP Script, Visual Studio code, Salesforce Developer Console, Apex Classes, SOQL, SOSL, Visual Force, Lightning pages (Pages, Component & Controllers),S-Controls, Triggers, Custom Objects, Web services, SOAP, Cast Iron, WSDL, XML, JSON, REST, Validation Rules, Work Flows, Dashboards, Reports, Sandbox development and Testing, Eclipe, Aside.io, UNIX Shell scripting, Java, Eclipse, Oracle PL/SQL, Oracle 9i/10g, MySQL, Oracle SQL Developer, TOAD for Oracle, XML, XSD, X-path, XSLT, Eclipse, Apex Explorer, Offline Edition, App Exchange, Data Loader, C, C++, Java, PL/SQL, Apex, Ajax, Git and Maven.

**AmeriCloud Solutions, Inc.**

**(Bank of Tokyo-Mitsubishi UFG) Newark, Jersey City November 2016– November 2017**

**Role: Salesforce Business Analyst**

**Responsibilities:**

* Capturing business processes and mapping system data requirements
* Understanding of the Salesforce.Com Application
* Working directly with the Business Rep and end users
* Working with Salesforce.com Admin, Architect, and Developer teammates involving customizations and configurations of SFDC objects, page layouts, workflows, document templates, data fields, reports and dashboards
* Plans, gathers and clearly documents the business needs (requirements) of clients and stakeholders using techniques like prototyping, use cases, wireframes, JAD sessions, etc
* Organizes and validates the requirements and ensures that all are traceable and measurable
* Elicits, analyzes and validates business, functional, and non-functional requirements
* Serves as a liaison between the clients and developers to ensure that all technical requirements are identified, if applicable
* Assists in the collection of data element requirements
* Facilitates joint application review/design sessions (JAR/JAD) with clients, technical, and vendor resources
* Identifies and documents issues and risks in a timely manner and presents to PM for mitigation planning.
* Working for world leading bank on Global-CRM project which involves investment banking, financial banking and marketing division across the globe.
* Validated Data security and Sharing rules in Salesforce.
* Tested Users, Profiles, Role hierarches and Permission sets as per user profile and Public group.
* Validated hundreds of reports and tested dashboard bases on roles and role hierarchies.
* Tested salesforce standard objects (Campaign, Accounts, Contacts, Opportunity) and custom objects, page layouts, fields validations and its access to the user based on defined profile.
* Validated workflow rules, approval processes, and validation rules.
* Used Data Loader to insert, update, and bulk import or export of data from Salesforce.com Objects. Used it to read, extract, and load data from comma separated values (CSV) files.
* Tested lookup and master- detail relationships on the objects and created junction objects to establish connectivity among objects.
* Worked on Data migration from lower environment to higher environment and validation

the data.

# Environment: Force.com, Apex Data Loader, HP – Quality Centre 11.5, Toad, ETL, SOQL, Windows 7

**UST Global (CA Technologies) Hyderabad, India Sep ‘12 –Dec ‘14 Role: Salesforce Business Analyst**

**Responsibilities:**

* Testing with various Salesforce.com standard objects like Reports and Dashboards, Leads, Accounts, Contacts, and Opportunities along with Campaigns.
* Creating and testing Salesforce CRM Workflows, Approval Processes, Validation Rules and Sharing & Security rules.
* Tracking and maintaining the requirements to functionality traceability and use case traceability.
* Analyzing Business requirements and solution specification documents to design Test Plans, Test cases.
* Defining requirements in Quality Center and mapped with the respective test cases for traceability.
* Performing Queries on both Source and Target using SOQL and verifying the records and its respective fields match and count of the records
* Acted as a SPOC for all testing related activities in Onshore.
* Provided offshore team with necessary and KT and assistance whenever required.
* Regularly participated in Technical and Used Case review meetings for various functionalities in the application.
* Involved in User Acceptance Testing.
* Involved in reviews for functional requirements and Test case scenario and Test case designing.
* Scheduling daily stand-up call with Onsite teams.
* Performed Test Plan/Test case review meetings during testing phase.
* Performed execution of test cases manually using Application Life Cycle Management.
* Performed data validation testing, wrote test cases based on business scenarios.
* Used MS Excel sheet for comparing the millions of records and its fields
* Performed sanity / smoke testing for each release.
* Maintained multiple versions of test sets and worked on regression testing.
* Involved in all phases of SDLC.
* Involved in Defect Triage Meeting

**Environment:** Salesforce.com SFA & Force.com Platform, ALM, SOQL, Oracle SQL, Data loader, MS Excel

# Napier Healthcare, Hyderabad, India Aug 10 – Sep 12 Role- Salesforce Business Analyst

**Responsibilities**:

* Tested Sandbox environment customized the Salesforce application as per the client’s requirement.
* Involved in Preparation of Test Procedures, Test Scenarios, Test Cases and Test Data.
* Tested the company's Salesforce CRM application.
* Involved in gathering customer requirements from business user teams spread over the Sales, Marketing and Service cloud.

* Involved in creating gap analysis document, clearly identifying the data, business process and workflows of the organization.
* Involved in finding the gaps of the requirements and acting as the Scrum master for all the Sprints.
* Preparing Test Strategy and Test Plan for all the applications.
* Analyzed Business requirements and solution specification documents to design Test Plans, Test cases.
* Defined requirements in Quality Center and mapped with the respective test cases for traceability.
* Designed the Test Strategy, Test Plan, Test cases, created RTM, Test Results documents.
* Verify that for rejected data proper error logs are generated with all details
* Performed Test Plan/Test case review meetings during testing phase.
* Performed execution of test cases manually using Quality Center.
* Wrote SQL queries to compare source to target data.
* Performed data validation testing, wrote test cases based on business scenarios.
* Designed test data using MS Excel sheet for testing the application with positive and negative inputs.
* Conducted Configuration, System and Integration Testing and User Acceptance Testing.
* Performed sanity / smoke testing for each release.
* Maintained multiple versions of test sets and worked on regression testing.
* Involved in all phases of SDLC.
* Used QC for tracking, analyzing and documenting.

**Environment:** Salesforce.com SFA & Force.com Platform, ALM, Oracle DB

# Cosmos Solutions Pvt. Ltd. Apr 09 –Aug 10 QA Tester

**Responsibilities:**

* Involvement in the System Test Plan Preparation and Requirements Streaming
* Involvement in Preparation of Test Procedures, Test Scenarios, Cases and Test Data
* Responsible for GUI and Functional Testing
* Preparation of the Test Strategy and guiding the team
* Involvement in Test Execution, Results Analyzing and Defect Reporting using HPQC
* Involvement in RTM Preparation.
* Enhancing the Test Scripts for Global Execution
* Involved in solving Environmental problems with Technical Support People, especially in Server Connections and Database sharing activities
* Preparation of Weekly and Monthly Status reports

**Environment:** Quality Center, HTML, MS Office, Microsoft Excel, Internet Explorer, Microsoft outlook.