**KALPNA SENGAR**

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**ACHIEVEMENTS**

* Implemented Integration requirement of $540 million acquisition
* Zero requirement defect and on time project delivery
* Salesforce Lightning Migration for large enterprises
* Worked in an Unlimited Salesforce Instance having over 130,000 users/customers
* Handled large volumes of support tickets for customers, partners and internal users

**PROFESSIONAL SUMMARY**

* **7+** years of Salesforce experience as Salesforce Business Analyst, Salesforce Administrator, and Salesforce Consultant
* Excellent knowledge and Experience of working in Waterfall and Agile methodologies of Salesforce Development
* **Business Analysis** - Worked with Business Stakeholders in Requirement gathering, Created User Stories, Design Document, Demo to Business, Business Validation, Documentation, Coordination with Developers, QA, and DevOps.
* **Data Modelling –** Created Custom Objects, Customized Standard Objects, Lookup Relationship, Master-Detail Relationship, Junction Objects, Custom Fields, and Custom Tabs
* **Security Settings –** Configured Role Hierarchy, Profiles, Permission Sets, Sharing Rules, Password Policies, Object Level Security, Field Level Security
* **Automation –** Worked on Process Builders, Flows, Workflows, Email alerts, Email Templates, Field Updates, Validation Rules, Approval Process, Assignment Rules, Auto Response Rules. Performed troubleshooting to look at Apex Triggers, Apex Classes, Visualforce Pages, Skuid Pages, Lightning Web Components
* **User Interface –** Page Layouts, Record Types, Page Layout Assignments, Lightning Record Pages, Tabs**,** Apps, Appexchange Apps, Salesforce Communities, Customer Portal, Partner Portal
* **Analytics –** Reports, Dashboards, Analytic Snapshots, Custom Report Types, Lightning Reports and Dashboards
* **Data Management –** Data upload using Apex Dataloader, Data Migration, Deduplication using DemandTools, Duplicate Rules, Matching Rules, Field Trip, Workbench, SOQL, SOSL
* **Release Management –** Extensive Experience working in Flosum for Salesforce Deployments, Also used Change Sets for Deployments.
* **Lightning –** Worked on migration of users from Classic to Lightning, Lightning Record Pages, Lighting Component, Apps, Lightning Pages, Actions, Conversion of Attachments to Files

**CERTIFICATIONS**

* Certified Salesforce Administrator (ADM 201)

**WORK EXPERIENCE**

**Salesforce Administrator / Business System Analyst – Workday, US Sep 2019 – Present**

**Integration of an Acquired Company’s systems and processes into Workday Salesforce**

* + Migrated entire Lead to Opportunity processes of acquired company into Workday Salesforce
	+ Transformed Workday Account, Opportunity, Lead, and Contract processes to accommodate acquired company
	+ Worked on Salesforce Configuration Changes for the project (Workflows, Process Builders, Sharing Rules, Custom Object / Fields, Tabs, Lightning Record Pages, Field Level Security, Permission Set, Page Layouts, Record Types, Manage Users, Role Hierarchy.
	+ Worked with key business stakeholders for creating and prioritizing user stories
	+ Designed a scalable Sales structure for current as well as future acquisitions
	+ Led and Participated in Scrum Ceremonies: Daily Standups, Backlog Refinement, Sprint Planning, Sprint Retrospectives
	+ Worked with developers and QAs during Sprint Cycle for User stories
	+ Provided demo to Business and created Flow documentation of new processes

**Migrated the first Workday business group into Lightning Experience**

* + Analyzed and documented the current configuration
	+ Conducted User Interviews for UX/UI Purposes
	+ Upgraded classic components to be Lightning ready: Apps, Visualforce pages, Page Layouts
	+ Configured Lightning Component: Apps, Lightning Pages, Actions
	+ Utilized AppExchange packages in lower environments: Field Trip, Magic Mover, Carousel
	+ Change Management process using Flosum
	+ Designed Lightning Pages to increase user performance based on the feedback received in interviews
	+ Managed Lightning migration work in an Agile/Scrum methodology using Jira
	+ Created and updated Skuid pages to meet business requirements

**Salesforce Administrator – Google Inc, US Nov 2017 – Sep 2019**

**Declarative Configuration Experience**

* + Salesforce Configuration and Automated process including Process Builder, Workflow, Approval Process, and Email Alert
	+ Managed all new user provisioning, including the auto-provisioning and bulk users creation
	+ Collaborated with Salesforce Development Team for major projects like building new Lightning Instance (Project Vector)

**Business Analyst Experience**

* + Liaison between Business Partners of Google (Order Management, Marketing, Sales, and Partner Program) to troubleshoot complex technical Issues and recommend Feature Requests
	+ Interacted with business stake holders to gather requirements
	+ Translated business requirements into documentation
	+ Collaborated with development team for new enhancements
	+ Conducted weekly meeting to share the knowledge on new requirements and process change

**Applications Support Engineer Experience**

* + Created training materials for new lightning instance functionality for the end users
	+ Supported worldwide internal users after initially rolling out Salesforce Lightning to over 10,000 Sales and Marketing users
	+ Subject matter expert for Lead to Opportunity Management and User provisioning
	+ Supported issue related to Salesforce Customer and Partner Communities, Financial Force Professional Services Automation (PSA), Taskfeed, and Anaplan
	+ Handled high priority issues to Support 130,000 Partners, Customers and Internal users
	+ Trained and mentored new hired Application Support Engineers on multiple Google tools

**Salesforce Consultant – GoNimbly, US Sep 2017 – Dec 2018**

**Security and Permissions Project (Pagerduty)**

* + Restructured the Role Hierarchy for 1000 + Sales users
	+ Set up Sharing Settings, Profile set up, Structure for Opportunity/Account Teams as per Business Requirements

**Deduplication Project (Pagerduty)**

* + Identified and analyzed thousands of duplicates for a large Enterprise company
	+ Configured Matching Rules and Duplicate Rules
	+ Deduped Accounts using Demand Tools

**Salesforce Audit and Recommendations (Pagerduty)**

* + Performed Salesforce Audit by using Salesforce Optimizer and Field Trip
	+ Prepared and presented recommendations based on the Optimizer Report
	+ Removed technical debt based on client feedback

**Sales Process Setup (Ironclad)**

* + Implemented complete set up for Sales Cloud for a new Salesforce Instance
	+ Configured Sales Process, Validation Rules, Record Types, Process Builders, Workflows around Opportunity / Accounts / Contacts
	+ Built Lightning Page Layouts, Lightning Record Pages for Sales Team

**Salesforce Administrator – Dale Carnegie Training, USA Oct 2010 – Oct 2014**

* + Territory Management for the Sales users
	+ Sales Cloud configuration
	+ Implemented Web to Lead
	+ Security and Profile Management
	+ Reports and Dashboards for KPI

**Performance Management Consultant – Dale Carnegie Training, USA July 2010 – Oct 2010**

* + Designed and Conducted customized training programs based on the Performance Gap analysis
	+ Used tools like Exact Target and Client Builder for Lead Management
	+ Created Social Media Marketing campaigns for business development
	+ Used Salesforce CRM tool for Account and Opportunity Management
	+ Built an Account Penetration Strategy to upsell and cross sell products

**EDUCATION**

**Master of Business Administration June 2009**

MITCON Institute of Management, Pune, India

**Master of Science in Biotechnology July 2006**

Pt Ravi Shankar Shukla University, Raipur, India

**Bachelor of Science in Industrial Microbiology June 2004**

Pt. Ravi Shankar Shukla University, Raipur, India