**GURJEET KAUR**

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**PROFESSIONAL SUMMARY**

* IT professional with 10+ years of experience in bringing products from concept to release.
* Salesforce Certified Consultant, Salesforce Certified Advanced Administrator and Platform App Builder with demonstrated skills to provide business intelligence and CRM analysis to support strategic business planning and decision making.
* Certified Professional Scrum Master.
* Experience with CPQ tools for Quote to cash order submission from SFDC.
* Experience in analyzing scenarios for switching between salesforce classic and the Lightning model.
* Experience in Agile Project Management, Business Analysis and GAP Analysis.
* Experience in doing data mappings between frontend and backend systems.
* Extensive experience in producing Business Requirements Documents (BRD).
* Proven ability to communicate effectively with all stakeholders including business sponsors and end-users, understand their business goals and align CRM initiatives with these goals.
* Collaborate with management to identify new opportunities to leverage salesforce for generating new/repeat business with marketing campaigns and monitor KPI and user adoption with reports.
* Handle challenging situations with diplomacy and maintain a high level of customer service and satisfaction
* Ability to work in a fast-paced, multi-task environment, establish priorities and deal with conflicting deadlines
* Progressive thinker offering unique combination of skills including analytical and technical, provide strategic solutions and ensures effective problem solving
* Good knowledge of Microsoft Excel, Power Point, Visio, Oracle Field Service Cloud, SQL, Integration software (Jitterbit), Hyperion, Jira, Service Now and Testlink.

TOOLS AND SKILLS

**CRM** Salesforce.com

**Skills**  Business Analysis, Requirements Gathering, Requirements Elicitation, Functional Spec Creation

Impact analysis, Defect Management

**Tools** Visio, SharePoint, PowerPoint, Excel, Word, SQL, Hyperion, ServiceNow, Oracle Field Service

**Methodologies** Waterfall Model, Agile, Scrum, Test Driven Development

**ERP Systems** Baan ERP

**Integration Tools** Jitterbit

**Defect Management** JIRA, Issue tracker, TrackIT

**Project Management** Microsoft Project

­­­­­WORK EXPERIENCE

**Business Analyst Jul 14th, 2014 – Present**

**Ricoh Canada Inc, Mississauga, ON**

* Understand current Business Process and determine “To be” Business process
* Gather requirements from business users belonging to diverse business areas like Supply Chain, Service Technicians, Sales, Marketing and Legal
* Present Solution options to the end user to meet their requirements using demos, mock ups and process flow diagrams after detailed discussions with technology experts and development teams.
* Coordinate with development team to ensure that understanding of requirements and application design is in accordance with the desired functionalities.
* Design CRM related business processes to improve sales operational efficiency. Act as Salesforce.com SME for implementing new releases including switch from Classic to Lightning Experience.
* Conduct Gap analysis between requirements and the current processes.
* Integrate Salesforce.com with ERP and other applications including digital signature tools to move paper contracts and documents online into a secured automated process.
* Liaison with Solution Architects and developers in validating the approach to development and testing of the finished product
* Prepare detailed Business Requirements Documents and Functional Requirement Specifications in a manner that can be easily understood and auctioned upon by programmers and other project stakeholders.
* Facilitate stakeholder agreement and solution sign-off.
* Provide inputs on risks/issues, resources requirements and project schedule into project plans
* Prepare data mapping documents between multiple integration systems.
* Test case preparation, verification and performing manual system and Integration testing
* Liaison with business stakeholders to support UAT’s
* Develop training documentation and perform training sessions for business stakeholders
* Provide business level production support for Live applications in production
* Work with vendors and customers in a fast paced environment.
* Effectively communicate project expectations to team members and stakeholders in a timely and clear fashion
* Identify and resolve issues and conflicts within the project team.
* Track project milestones and deliverables.
* Communicate to various business stakeholders the project initiation and regular project status and to be involved in documentation during various phases of product life cycle.
* Assist in designing test plans, test scenarios and test cases for user acceptance testing.
* Facilitate UAT and handhold UAT participants throughout the testing.

**National Senior Analyst & Salesforce Administrator Oct 04th, 2010 – Jul 11th, 2014**

**Staples Advantage, Mississauga, ON**

* Manage enhancement of existing and development of new processes. This includes

Interviewing end-users and capturing process details, performing diligent need analysis and developing possible solutions, and maintaining the systems using best practices and reducing legacy artifacts

* Help stakeholders define their needs and form these needs into quantifiable requirements through facilitation.
* Lead and Drive Joint Requirements Development Sessions to ensure delivery of business value
* Prepare Business Requirements Documents and Functional Requirement Specifications
* Hands on implementation, configuration and development of various components of Salesforce.com CRM
* Propose and implement business solutions in Salesforce (CRM Tool) to better utilize it as a sales and pipeline management tool.
* Develop analytical and insightful recommendations to meet deliverable targets and complete project tasks within tight deadlines and to customer satisfaction.
* Develop test script and test cases to facilitate UAT. Work with Project Manager for the final roll out of processes.
* Develop and maintain strong relations with executive team, develop series of reports and dashboards in Hyperion and SalesForce
* Create manuals and job aids and conduct training on the new rolled out processes.
* Analyze data from various sources and prepare monthly Sales analytical reports using Hyperion and advance Excel for executive and senior management teams.

**Business Analyst Sep 03rd, 2007 – Dec 24th, 2009**

**MediaTrust Inc, Toronto, ON**

* Participated in all phases of all the phases of Software Development Life Cycle process (SDLC)
* Test case preparation, verification and performing manual system and Integration testing
* Developed test cases and lead user acceptance testing. Tested and monitored the implementation of those changes
* Develop training documentation and perform training sessions for business stakeholders
* Provide business level production support for Live applications in production
* Automated communications from Operations, Accounting and Sales to increase sales process productivity by 25%
* Supported sales and accounting teams by developing series of reports and dashboards in SalesForce and automated processes to reduce redundant tasks
* Designed and implemented a fraud process to improve reporting of fraud activity, enforced accountability and faster resolution. Resulted in improved optics into fraud occurrences and sources and overall decrease of fraud activity by 12% over 4 months
* Created training manuals and trained employees on new as well as current processes. Provided ongoing support training for all users
* Developed and maintained user manuals and company wiki site

Database Manager Sep 20th, 1999 – Aug 31st, 2007

Skylink Travel, Toronto, ON

* Supervised in-house and offshore data loading teams and quality analysis of data entering the central hub and XML output to various vendors
* Created management reports using advanced SQL tools and Microsoft Excel
* Performed backup procedures and replication of data
* Documented all processes required for outsourcing as well as created training manuals
* Organized company’s Wiki in a usable and visually appealing manner resulting increased usage across all departments.
* Assisted programmers with maintenance and alterations to the web sites as well as development of tools with business rules to reconcile data

Education

* Salesforce Certified Sales Consultant (August 23rd, 2019)
* Salesforce Certified Platform App Builder (Mar 20th, 2019)
* Salesforce Certified Advanced Administrator (Mar 30th, 2017)
* Salesforce Certified Administrator (Oct 26th, 2011)
* Certified Professional Scrum Master (March 22nd, 2018)
* Computer Programming, Database and Internet Solutions Developer – The Institute for Computer Studies, Toronto, ON (July 1999)