**SUMMARY**

* Salesforce certified and result-driven professional with 5.5 year of experience in requirement gathering, data management, data analysis and developing overall solution design and recommendations, conduct design review meetings.
* Strategically-minded Salesforce Administrator capable of delivering innovative Solutions impacting Revenue Growth.
* Proven ability with project management skills able to understand organizational objectives by developing roadmaps.
* Team player with strong leadership capabilities, negotiation skills, ability to work independently with diverse clients.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Worked on Data Loading Activities using Import Wizard, Force.com Data Loader.
* Worked on Migration from Salesforce Classic to Salesforce Lightning.
* Performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of salesforce.com (SFDC).
* Hands on experience with modeling using ERwin in developing Entity-Relationship, modeling Transactional Databases and Data Warehousing, Dimensional Data Modeling for Data Marts and Fact & Dimensional Tables.
* Passionate for solving customer’s challenges by leveraging technology solutions.
* Knowledge of Apex Trigger, Apex Class, Apex Test Methods, Visualforce Pages, SOQL, SOSL, Web Services.
* Configured and maintained user security permissions according to organizational needs.
* Involved in data-mapping and migration of data to SalesForce.com Objects and fields.
* Experience in web technologies like HTML, XML, CSS, JSP, JavaScript, WSDL, and SOAP.
* Experience to use Informatica Power Center to migrate, replicate, cleanse, and synchronize your Sales force CRM application.
* Excellent knowledge of customer focused IT delivery methods used.
* Excellent communication and inter-personal skills; accustomed to working in both large and small team environments.

**TECHNICAL SKILLS**

**Technologies:** Salesforce CRM, Salesforce SFA, Apex Language, Apex Classes/Controllers,

Apex Batch Classes, Apex Triggers, SOQL, SOSL, Visualforce Pages /

Components, S Controls, Apex Web Services, AJAX, Workflow & Approvals,

Dashboards, Analytic Snapshots, Case Management Automation, Custom

Objects, Apex Data Loader, Einstein Analytics

**Tools:** Apex Data loader, Apttus CPQ, Steel brick CPQ, DocuSign, GitHub, Web

Services APIs like SOAP, Eclipse IDE Plug-in, Force.com Explorer, HP Quality

Center, JIRA and HP ALM

**Languages:** Apex, Visualforce, Java, HTML5, CSS3, PL-SQL, C

**Databases:** MS SQL Server 2000/2005, PL/SQL, Oracle 8i/9i/10g, MS Access, and DB2.

**SDLC:** Rational Unified Process (RUP), UML, use cases and Use case diagrams, Agile

Methodology / Scrum, Waterfall methodology, V model

**Operating Systems:** Windows XP/Vista/7, UNIX, Linux, Mac OS

**CERTIFICATIONS**

* **Salesforce Administrator** – Credential ID (19437697)
* **Salesforce Platform Developer 1** – Credential ID (20662532)

**EDUCATION**

* **M.S** (Information Systems) - Pace University, New York, NY
* **B.E** ( Computer Science), University of Mumbai, INDIA

**WORK EXPERIENCE**

**Client:** **First Data/Fiserv Apr 2019 – Present**

**Role: Salesforce Business Analyst / Admin**

**Responsibilities:**

**Data Migration**

* Performed High level data migration from one organization to another.
* Which involved me in leading into E2E data migration.
* Skilled in creating functional dashboards and reports, trained over 2500+ users on Salesforce and increased revenue with 23% by integrating product tools.
* Lead and planned the migration by conducted requirements elicitation meetings with the business to collect functional and non-functional requirements relating to client's Salesforce technology enhancement and initiatives.
* Created Workflow, Gap and Impact analysis, user stories, test case development and functional design. Provided analysis through all phases of SDLC.
* Planned testing strategy, created and signed off test-script, executed UAT.
* Worked on Data Extraction using SOQL , Data clean-up, Data transformation and on meta data using Data loader, workbench, SF inspector, Dataloader.IO , XL connector.
* Worked on creation of User, Profiles, permission sets, objects, fields, Work Flow, Process Builder, Approval process, Validation rule, Assignment rule, Reports and Dashboards etc.
* Worked SFDC Production related issues and downtime, Defined and managed release readiness and success criteria based on business requirements.
* Provide deployment, training, and change management support to business users.
* Work closely with Stakeholders, SME and business leadership to respond to, and proactively identify, challenges that can be solved with system and/or process improvements.
* Took ownership of first contact point of the customer for functional related (content) questions.

**Remediation**

* Worked on Agile methodology.
* Simplified and reduced technical debt by identifying and deleting unused fields, workflows, validation rules, reports, dashboards, objects, users and more.
* Maintained data quality by identifying and deleting or merging duplicate records, cleansing and updating inaccurate data.
* Assisted in the implementation of security practices by monitoring login and user activity, deactivating unused users, and auditing field and profile access and security permissions.
* Installed and maintained managed and unmanaged packages (Apsona, Field History Tracker etc.)

**Client: Humana Jan 2018 – Apr 2019**

**Role: Salesforce Administrator / Business Analyst**

**Responsibilities:**

* Created Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow & Approvals.
* Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* Responsible for enabling network-based security and organization-wide list of trusted IP address.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Opportunities, Quotes, Activities, Dashboards and Reports.
* Created the workflows for automated lead routing, lead escalation and email alerts.
* Work closely with prospects/clients to identify technical requirements and technical infrastructure for CRM based enterprise solutions.
* Worked as enhancement team member and performed the roles of Salesforce.com Administrator in the organization.
* Worked closely with sales team and business analysts and performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of SalesForce.com (SFDC)
* Involved in the maintenance of the previous versions of the product by addressing bugs and client issues.
* Maintained and gave permissions to communication templates based on Profiles.
* Performed Data Analysis and migrated data from SQL Server database to sales force.
* Responsibilities include defining integration architecture, documenting technical requirements, and identifying success criteria.
* Involved in integrating web service with SalesForce.com to load Leads back and forth from Salesforce.com to Legacy and vice versa.
* Developed and configured various Reports and Report Folders for different user profiles based on the need in the organization.
* Responsible for creating Sharing rules among all the users in Different Roles and Subordinates.

**Client: International Academy of Hope iHOPE Jun 2017 – Aug 2017**

**Role: Salesforce Administrator**

**Responsibilities:**

* Experience with Salesforce Lightning, Service clouds and sales clouds.
* Proficiency in SFDC Administrative tasks like creating and customizing Profiles, Roles, Users, Page Layouts, E-mail Services, Approvals, Workflows, Reports, Dashboards, Tasks and Events, objects, lookup relationships, master-detail relationships, formula Field, validation Rules.
* Data-Processing: Validate, clean, dimension reduction handling 3 million records of government dataset for model estimation and event studies.
* Expertise in data migration and integration of traumatic brain injury students’ physical and education therapy’s data; sharing results among teachers using data loader and using an app from AppExchange.
* Used Rest Web services to flow the Data from Salesforce to Connected App and vice-versa.
* Worked on data warehouse QA process and different levels of testing like Functional, Regression, and Integration testing with business scenarios.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Closely worked with SalesForce.com consultants while implementing the solutions for the requirements.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Reports and Opportunities.
* Designed, Implemented and deployed the Custom objects, Page layouts, Custom tabs, and Components, to suit to the needs of the application.
* Involved in Salesforce.com application setup activities and customized the apps to match the functional needs of the organization.

**Employer: Maruti Mumbai Cargo Pvt. Ltd. India Dec 2012 - Aug 2016**

**Role: Business Analyst /Salesforce**

**Responsibilities:**

* Created artifacts to address like Business Proposal, Business Case, Business Requirement Document (BRD), System Requirement Specification (SRS) and Functional Requirement Document (FRD).
* Interacted with various business user groups for gathering the requirements for salesforce.com CRM implementation.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Worked with various salesforce.com objects like Accounts, Contacts, Leads, Campaigns, Reports, and Dashboards.
* Identified data scenarios and business cases. Created test case development.
* Scripted and automated test cases. Identified source data pattern and reports.
* Developed scripts for comparison with target. Planed and run the SIT (System Integration Testing) for the given LOB.
* Performed data analysis to determine the completeness and accuracy of the data or checked if new data needs to be pulled up/ requested.
* Executed test cases & log results, performed data validation testing as appropriate, tracked defects and participated in defect resolution.
* Developed strategy frameworks to address project scope, planning resources and monitoring activities using MS Project.
* Developed custom Visual force pages customized standard visual force pages to address various business requirements.
* Used Apex Data Loader for migrating records to Salesforce as a backend process.
* Implemented an automated reporting process using SQL and (Tableau/ Power BI) to create executive level dashboards displaying KPIs to assist business in taking decisions and develop strategy.

**REFERENCES**

* Available upon need