

ALEKHYA GANESULA

alekhyaphanikumar03@gmail.com
Alekhya Ganesula | LinkedIn

MOB: +91 9603558252

HYDERABAD, TELANGANA

PROFESSIONAL SUMMARY:

Accomplished client facing Business Analyst and Project Manager with a strong Salesforce and CRM development, delivery, and support background. Adept at identifying stakeholder requirements, gap analysis, technical specifications, mapping business processes, and architecting solutions. Highly effective team leader with the ability to instil pride of ownership while adhering to project schedule and budget.

- Experienced in working with clients to map out their existing Business Processes and providing system-based solutions that increase efficiency and reduce operating costs
- Extensive knowledge of Salesforce.com implementation cycle in Sales, Marketing, Service, CPQ and support modules.
- Expert in generating and analyzing custom reports and dashboard for management and various business unit personnel to provide detail information on key performance indicators
- Strong Requirements gathering experience using JAD Sessions & Conducting User Interviews, and preparing functional documents like Use Cases, Software Requirements Specifications (SRS)
- Knowledge in Salesforce.com SFA, Force.com Apex Classes, Apex triggers, Integration, Visual force, Force.com API, SOQL, and SOSL
- Worked closely with clients to understand their business requirements and design Salesforce CPQ solutions tailored to their needs. This involved configuring product catalogs, pricing rules, and quoting processes within the Salesforce CPQ platform
- Performed data analysis and created reports using tools such as Excel, SQL and Tableau providing valuable insights to support decision-making processes
- Good experience in salesforce administration by using workflow, approvals, validation rules and Flows.
- Strong Analytical skills, excellent communication, and organizational skills, able to work independently as well as in a team
- Collaborate with business users to create test scenarios and conduct user acceptance testing (UAT) to validate the Salesforce CPQ solution. This includes ensuring that the configured system meets the business requirements, performs as expected, and provides a user-friendly experience
- Have substantial knowledge on Copado & GitHub to manage the end-to-end Salesforce release process, including branch management, environment synchronization, and release coordination
- Utilized Workbench extensively for Salesforce data management tasks, including data import, export, and manipulation

EDUCATION & CERTIFICATIONS:

MASTER OF BUSINESS ADMINISTRATION | GITAM UNIVERSITY | 2018

BACHELOR OF ADMINISTRATION | ANDHRA UNIVERSITY | 2016

SALESFORCE CERTIFIED PLATFORM DEVELOPER I

PRINCE 2 FOUNDATION CERTIFICATE IN PROJECT MANAGEMENT

PRINCE 2 PRACTITIONER CERTIFICATE IN PROJECT MANAGEMENT

Professional Experience:

Wipro

Nov 2022 – Mar 2023

Salesforce Developer/Business Analyst

- Involved in various activities of the project, like information gathering, analyzing the information, documenting the functional and non-functional requirements
- Designed, and deployed the Custom objects, validation rules, Page layouts, Custom tabs, Components, Visual Force Pages to suit to the needs of the application
- Interact directly with clients, managers, and end users as necessary to analyze project objectives and capability requirements, including specifications for user interfaces, customized applications, and interactions with internal Salesforce instances.
- Created Workflow Rules to automate Tasks, Email Alerts, Field Updates, time-dependent actions
- Communicate with project manager, scrum master, clients, and other developers to design cohesive project strategies and ensure effective collaboration throughout all phases of development, testing and deployment.
- Interacted with various business team members to gather the requirements and documented the requirements.
- Designed and deployed Custom tabs, Validation rules, and Auto-Response Rules for automating business logic.
- Created various Reports and Report folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports for different user profiles based on the needs of the organization.
- Created custom Dashboards for manager's home page and gave accessibility to dashboards for authorized people.
- Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into salesforce.com, checking for integrity of the data.

Consilio LLC

Mar 2022 – Aug 2022

Associate Project Manager

- Collaborated with cross-functional teams to create and maintain project documentation, including project plans, user stories, and test cases
- Conducted research and analysis on industry trends, competitive landscapes, and emerging technologies to support business decision-making processes.
- Assisted in the identification and resolution of issues and risks throughout the project lifecycle.
- Documented the business requirements in the industry standard documentations like BRDs, FRDs, Use Cases and coordinate the tasks with the development teams.
- Coordinated with Product Owners, Scrum Masters, and Business Analysts to coordinate analyzing with user guides and helped translate business/system needs into solution requirements for designers, developers, and testers.
- Engaged in mentor/mentee relationships to provide basic key training to incoming associates.
- Kept clients updated on project milestones, achievements, and progress through daily updates, maintaining excellent client relationships, in multiple time zones.
- Preparation of Functional Specifications for the requirements in the form of User Stories, Business Requirement Document (BRD), RTM, flow charts, functional requirement KT recordings etc.
- Worked in Agile environment allowing teams to deliver project piece-by-piece and make rapid adjustments as needed. Good understanding working in Agile and bringing projects to completion.
- Analyzed User Requirement Document, Business Requirement Document (BRD), Technical Requirement Specification and Functional Requirement Specification (FRS)
- Collaborating with the database team in identifying and documenting project scope, objectives, and technical requirements.

Analyst – Project Management & Business Analysis

- Involved in requirements gathering and data gathering to support developers in handling the design specification.
- Administrator of Salesforce.com CRM application responsible for configuring and maintaining user security settings as per organizational policies
- Salesforce.com Configuration and Design of Service Cloud, Sales Cloud and Force.com solutions, with an emphasis on Sales Cloud solutions
- Involved in functional requirement gathering, Business Analysis, scope definition and designing of functional solutions leveraging Salesforce.com
- Implemented various validation rules and workflows.
- Work as a part of support team in the CRM project about the new updates and chief amendments in the Salesforce development and support features
- Define and implement improvements to business processes and ad-hoc projects in the face of ever-changing marketplace and consumers
- Planned and conducted requirements elicitation meetings with the business to collect functional and non-functional requirements relating to client's Salesforce technology enhancement and initiatives
- Responsible for creating, managing, and delivering of required documents for application
- Work with end users and management to document, design, test and deploy complex processes
- Experience coordinating with the internal teams on integrating Salesforce CPQ with other systems, such as FinancialForce and DocuSign