PROFESSIONAL SUMMARY

* Salesforce Business Analyst with 9+ years of overall experience analyzing business needs and **roadmaps** with analytical skills.
* Solid Experience in Salesforce CRM, Salesforce **Sales Cloud**, Salesforce **Service Cloud**.
* Technical knowledge in Lightning experience and Lighting app builder.
* Good Experience on **Managed Packages** and **App Exchange** Products.
* Worked closely with business **leadership**, key **stakeholders**, developers, and clients to identify, implement, and distribute Salesforce processes & **system solutions** to increase efficiency and reduce operational costs in a global Salesforce environment.
* Conducted Requirements Gathering, **Business Analysis** and Coordinated Project deliverables between 10+ cross functional teams in product management, marketing, and technical teams in a **SaaS**, **Agile** and **Scrum** Environment.
* Authored **Business Requirements Document (BRD)**, for proprietary software application: led requirements **elicitation sessions** (including requirements analysis), **solution assessment** and **validation**, **use cases**, and interface/functionality mockups.
* Worked with **Solution Architecture** and **product teams** to identify and define the business needs and find the solutions to fulfill business requirements in **Scrum Agile environment**.
* Facilitated **daily scrum** meetings while working on an **Agile** environment.
* Conducted **workshops**, captured the workshop notes, and compiled a **high-quality** document for the executive management.
* Performed **quality assurance**, **system integration** and **user acceptance testing** facilitating on-time, on-budget and acclaimed “**go-live**” of enterprise implementations for global users.
* Good understanding and knowledge on **Apex Classes**, **Triggers** and **Visualforce pages.**
* Extensive Experience working in Implementation of **Case Management** in **Service Cloud Console**.
* Experience in doing the Deployment using in **Change Sets** and **Gearsets**.
* Worked on both **Salesforce Classic** and **Salesforce Lightning platforms**.
* Experience in **Bulk Data Migration** **Data Loader**, **Import Wizard**, **Workbench**, and Inspector.
* Established **cleansing**, **mapping**, and enrichment of data.
* Experienced in implementing **Record Level security** using **Roles**, **sharing settings** (Organization Wide Defaults - OWD) and **Sharing Rules** for different Users at different levels of organization at Objects, Fields and Record Level.
* Sound experience in creating **custom relationships** using **Lookup, Master-Detail** and establishing Many-to-Many relationship using **Junction Objects**.
* Extensive experience in designing of custom objects, **Custom Fields**, Creating **Profiles**, **Triggers**, **Validation** **rules**, **Workflows** and Actions, Email Alerts, **Approval Processes**, custom Tabs, custom **reports**, report **folders**, report extractions to various format.
* Excellent **communication** and **inter-personal skills**, accustomed to working in both large and small team environments.

TECHNICAL SKILLS

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| --- | --- |
| **SFDC Technologies** | Salesforce CRM, Sales Cloud, Service Cloud, Salesforce Lightning, Process Builder, Workflows and Approvals, Dashboard and Reports creations, Custom Labels, Custom Settings, Roles, Profiles, Permission Sets, Public groups, Salesforce Customer 360 |
| **Salesforce Tools** | Workbench, AppExchange, Developer console |
| **Integration Tools** | Dataloader.io, Salesforce Lightening, Adobe Sign, Asana, Provar |
| **Operating Systems** | Windows, Linux |
| **Tools** | MS-Office, Adobe PDF, MS Visio, JIRA, Asana |
| **Programming Languages** | C, C++, Visual Basic |
| **Cloud Technologies** | Amazon Web Service (AWS), Microsoft Azure |
| **Database** | Oracle, MySQL, SQL Server, DynamoDB, CosmosDB |

EDUCATION

* Master of Science (Information Technology)
* Bachelor’s in Economics
* Currently pursuing Post Graduate Program in Cloud Computing (The University of Texas at Austin's **McCombs School of Business**)

LICENSES CERTIFICATION

* Salesforce Certified **Administrator**
* Salesforce Certified **Advanced Administrator**
* Professional **Scrum Master** (PSM1)

PROFESSIONAL EXPERIENCE

**Ford, Detroit, Michigan. (Remote) June 2020 – Till date**

**SALESFORCE BUSINESS ANALYST**

A completely **employee-centric** application focused on automation of **new employee on-boarding process,** and **systematic management** of existing **workforce**. A **unified** platform to manage **full-time, part-time, contract-based,** and **third-party** workforce alongside their respective **location**, **working model, shift management**, **Employee Concierge, Policies,** Individual and Department-wide **performance** matrix, all under one roof using **Salesforce Sales Cloud** and **Salesforce Service Cloud**.

**Roles & Responsibilities:**

* Interacted with administrative team to gather requirements through interviews, questionnaires, and weekly meetings to design and develop an employee-centric model.
* Analyzed business needs, distinguished between needs and wants, identify gaps between business needs and standard application functionality to track workforce management and organizational policies.
* Facilitated and led group discussions to elicit requirements in **Joint Application Development (JAD)** sessions by communicating with documented business requirement, document working prototype and workflow diagrams.
* Identified Business rules, policies, and documenting application requirements.
* Documented status of full-time, part-time, contract-based, and partner portal-based workforce. Identified gaps and compiled a detailed business requirement highlighting the key pain points.
* Primarily involved in developing use case document for the application, traceability matrix, system requirement specification (SRS) and presentations for proposed solutions to fully automate new employee onboarding processes and maintaining existing workforce.
* Designed and deployed the Custom objects, Custom tabs, Entity-Relationship data model, Validation Rules, Workflow Rules, Auto-Response Rules, Page Layouts, Components and Visual Force Pages in **Salesforce Sales Cloud** and **Salesforce Service Cloud** to suit to the needs of the architecture.
* Implemented Security access to the user profiles by creating **Object Level** Security, **Field Level** Security and **Record Level** Security to provide adequate access to each employee.
* Assisted in the development of a fully automated system by providing a custom solution to schedule field appointments, send invoices and manage customer relationships using Salesforce 360 to assist the field staff reach their performance goals inn Salesforce **Service Cloud**.
* Defined Lookup and Master-Detail Relationships on the objects and created junction objects to establish connectivity among objects of relevance.
* Implemented **Web to Case**, **Email to Case** functionalities to provide a better customer support to the customers using **service cloud** functionalities while making it convenient for the service department to perform well.
* Created/managed new app, custom objects with custom fields and validation rules, for workforce management, shift tracking, health tracking, in different locations based on Organizational and Government policies on **Salesforce Sales Cloud**.
* Customized page layouts for Employee Portal depending upon user roles and groups to give transparency to individuals to help meet set goals/targets.
* Developed and configured various **Reports** and Report Folders for different **user profiles** based on the organization recommendation for better business planning and scope for continuous improvement.
* Played a key role in the Integration Project for integrating the organization with partner and third-party companies in salesforce.com.
* Imported data from excel sheets in to Leads, Accounts, Contacts and Opportunities using Apex Data Loader, Workbench, and Import Wizard.
* Designed Email templates for auto response to customers and employees, and appreciation emails to performing staff.
* Created various Test scripts for the Business Users and worked with them During UAT Testing.
* Participated in the training sessions provided by the Sales force team and business to help upskill workforce where required and efficiently support end users.
* Interacted with Testing and Development Teams for the Development and Testing of Code and the whole model.

Environment: FORCE.com, Salesforce.com CRM Application Platform, Custom Objects, Profiles, Sales Cloud, Service Cloud, Tabs, Page Layouts, Workflows, Approval Processes, Email, Messaging, Dashboards, Reports, Chatter, Data Loaders, Change sets, Gear sets, Jira, MSOffice.

**Verizon, Dallas, TX USA Jan 2018 – May 2020**

**SALESFORCE BUSINESS ANALYST**

A fully automated **customer-centric** application focused on designing **models** and **subscriptions** based on end user requirements to drive **profitability** of the **business** and **customers** alike. The process involved integrating **Legacy system**, **Partner Portals** (for equipment’s), **Insurance**, **Policies**, Finance and **Contract** Management to provide a personalized customer service.

**Roles & Responsibilities:**

* Conducted several **requirement gathering sessions** with (SME) to understand remote infrastructure needs and processes.
* Interacted with key business users to collect business requirements and **business process** information to develop custom solutions to deliver highly personalized customer communications.
* Analyzed business needs, identified gaps between business needs and standard application functionality and documented the customer pain points for a vast and complex architecture.
* Participated in meetings with Business Users, Analysts & Managers to discuss the Business model, subscription patterns, equipment management, Contract management, and its integration with Insurance and other business models.
* Implemented **rules** and **processes** to be compliant with privacy and security policies for customer communications.
* Provide visibility to customer records for the CRM team during transition and provide an integrated billing process across legacy business units in the **Salesforce Service Cloud**.
* Assisted in Data Analysis, Data Modeling, and creation of design document to overcome **technical debt** from multiple legacy orgs, data discrepancies and other data customizations.
* Proactively communicated status of **enhancements**, **change requests** and defects, and assignment of approval work across multiple teams.
* Assisted in development of **training** materials and Business implementation/transition activities.
* Created and deployed custom Apps, Page Layouts, custom tabs, and components to suit the needs of the client in **Salesforce Service Cloud** and **Salesforce Sales Cloud** Platforms.
* Developed and configured **Custom Reports & Dashboards** to predict forecast, expenses, boost revenue and provide customized customer experience using Salesforce.com.
* Assisted in creating assignment rules to automatically redirect leads and cases, to salesforce.com and assign them to different users and queues as per business requirements to ensure total customer satisfaction.
* Customized several triggers, Validation Rules, tasks, and Workflow rules to achieve the complex business functionality.
* Implemented Record Level security using **Roles**, sharing settings Organization Wide Defaults (**OWD**) and Sharing Rules for different Users at different levels of organization at Objects, Fields, and Record Level to promote customer satisfaction and long-term customer retention.
* Established **cleansing**, **mapping**, and **enrichment** of customer data from legacy systems.
* Performed migration of data using **Data Loader** and **Workbench** tools to import records from external systems using CSV files and scheduling timely data backup operations using Apex Schedule.
* Periodically deployed to the Production environment using change sets according to deployment schedules.
* Designed various customer-centric Email Templates like **Custom**, **HTML** Email Templates to send personalized emails manually and automatically through standard email Interface or through **Workflow Rule Email Alerts**.
* Involved in designing test automation strategies, creating test scenarios, test harnesses, test plans and performed inspection of test scripts.
* Analyzed Bugs, interacted with Team members in Fixing Errors.
* Demonstrated effective verbal, written, and listening communicative skills.

Environment: Salesforce Sales Cloud, Salesforce Service Cloud, CRM Application Platform, Custom Objects, Tabs, Page Layouts, Workflows, Approval Processes, Email, Messaging, Dashboards, Reports, Chatter, Change sets, Gear sets.

**Naanal Technologies, India Jul 2015 – Mar 2017**

**Salesforce BSA/Admin**

A detail-oriented product to automate **Shipping** and **Logistics** business requirement, documenting **end-to-end details** (as a source of truth), **contract-management**, **artifacts management**, **Commitment** and **Delivery Schedules** management, **Insurance,** **Carrier Management**, and various departments into one simple system using Salesforce.com.

**Roles & Responsibilities:**

* Actively involved in requirement elicitation process from stakeholders.
* Prioritized requirements by conducting competitive analysis to deliver value to the business every sprint.
* Created multiple record types based on the category of clients based on the business requirements.
* Conducted daily scrum stand-ups with onsite and offshore team.
* Involved in business requirements meeting for requirements analysis, designing data model, identifying customizations and prepared Technical Design Document to match the wide-spread Shipping network model.
* Wrote detailed use cases including Business Rules, Supplementary Specification comprising both functional and nonfunctional requirement complementing with artifacts with regards to shipping locations.
* Primarily involved in developing prototype of the application as proof of concept (POC) for business team and as a guideline for development team to ensure all details are recorded in case of discrepancy.
* Deployed, configured, and supported the prototype application for its demo /UAT for various line of business from various cities.
* Coordinated with team members and conducted departmental meetings to ensure coordination and understanding.
* Coordinated with vendors and legacy application team for integrating data flow with Salesforce as centralized system worked with shipment, product insurance coverage along with the integration of finance department to maintain synchronization.
* Created Users, Custom Profiles, Public Groups and Roles to distribute user rights and functionality.
* Assisted in the development of client management system to raise invoice, receivables, onboarding clients and contract management.
* Assisted in development of Vendor management, Shipment management, SLA Performance Dashboard, and budget Dashboard.
* Managed Salesforce Sandbox and Deployment using Change Set.
* Involved in Production support to resolve issues from end users with user profiles, privileges, accessibility.

**Environment**: Salesforce.com, Apex, Visualforce, triggers, workflow, Validation rules, SOSL, SOQL, report, dashboard, Force.com IDE, MS Office 360.

**Columbia Asia, Bangalore, India Feb 2014 to June 2015**

**Jr. Business Analyst**

The Projects aims **Real-time logistics tracking** application within the Hospital. It helps to **Track the exact location of patients** and **staff** within hospital walls which helps case managers and directors on the floor get a **high-level overview** of their **staff** and **patient flow**. This can be accomplished with **beacon technology** worn on the back of identification badges.

**Roles and Responsibilities**

* Led product implementations and business requirements sessions with clients to understand available instruments, tests, test procedures, and associated standard codes and regulations in the form of Interviews and JAD sessions
* Analyzed the GAP between standard operating procedure (SOP) and actual procedure followed for routine and batch lab testing from work order through sample tracking to loading reports.
* Created the business requirement document (BRD), system requirement specification (SRS) documents and developed timelines for project delivery, and managed projects and resources to successful completion.
* Represented the system to stakeholders using a use case diagram and activity diagram using Lucid Charts.
* Developed low-fidelity mock-ups and wireframes with the UI designer and lab analysts using Balsamiq.
* Maintained quality procedures to ensure documentation is in place with Good Documentation Practices (GDP).
* Performed Data mapping, logical data modelling, created class diagrams and ER diagrams, used SQL queries to filter data and produced data mapping and data definition documentation.
* Developed XML schema for data retrieval and processing to improve system flow through metrics.
* Assisted to develop the test plan, test cases and test scenarios for testing based on business requirements, technical specifications, and product knowledge and performed user acceptance testing (UAT).

**Environment:** Waterfall, MS Office, MS Visio, Informatica Power center, Tableau

**Precept Technologies, Chennai, India Feb 2004 to Aug 2005**

**Role: Senior Software Developer**

**Roles & Responsibilities:**

* Developed an automated solution for the business to streamline their existing process, across all locations.
* Implemented the project in Waterfall model, with Visual Basic as front end and MS Access as its database.
* Designed and developed product to record the transaction data, create and maintain doctor and patient records, create, and manage diagnostic programs, discounts, and billing, and to ease the hurdles of accounting with daily and periodical reporting.
* Worked with team through the entire process of Software Development Life Cycle, including analysis and design.
* Trained and mentor junior business analysts and developers.
* Developed and managed database as per business requirement – Employee’s Personnel & Managerial Database, Purchase and Purchase Order, Sales and Sales Order, Issues, Employee Leave Card, Reports, Accounting, and Doctor and Customer Database.
* Coordinated efficiently with the development team and successfully deployed the product on the client’s machine on the 1st of July 2005.
* My team consistently catered to the clients need to implement an efficient front office system to record, track and control patient information, referrals from other doctors, patient treatment and progress as well as billing and collection – across multiple locations while considering the privacy and security of data.
* The application also provided comprehensive support for accounting and a full suite of diagnostic reports.

**Environment:** Visual Basic, MS Office