* **Over 12 years of experience, 7 years in Software Development Life Cycle (SDLC) which involves requirement gathering, requirement analysis, design, development, implementation & enhancement of Projects in SalesForce.com as a administrator and business analyst**
* Expertise in SFDC Configurations/Customizations - User Interface, Page Layouts, Tabs, Custom fields, Custom objects, Visualforce pages, Reports, Dashboards.
* Extensive experience in creating Roles, Profiles, Hierarchies, workflows, approval processes, validation rules and sharing & security rules.
* Worked on Salesforce Lightning Components for building customized components replacing the existing ones. Also embed Lightning Components in Visual force page by using new Lightning Out feature by event-driven programming. Experienced in CRM business processes like Forecasting, Campaign Management, Lead Management and Knowledge Management.
* Proficient with technology, including office applications, sales force automation, database systems, executing data imports, running exports, merging records, and running reports
* Interface with staff developing strategy as technical advisor for new functionality from Salesforce.com app exchange applications, releases, and upgrades
* Having out of box functionality experience.
* Experience in working across various SFDC implementations covering Sales Cloud, ServiceCloud, and Marketing Cloud and Chatter applications.
* Setup and Implemented Salesforce marketing cloud 2.0 org.
* Worked on Content builder to creating content templates.
* Provided direct support to Salesforce users during post-implementation issues and migrated metadata from sandbox to production.
* Exceed revenue goals, Achieve Sales & Marketing team alignment, Gain efficient use of existing resources with the marketing cloud.
* Working knowledge in generating Reports, Dashboards, customized reports and analyzing the data in Sales Force.
* Worked on Lighting Components in UI framework in web apps for mobile and desktop devices.
* Experience in developing, maintaining and performing processes to continuously monitor data quality and integrity in platform applications.
* Proficient in designing of Custom objects, Custom components, Custom fields, Role based page layouts, Custom Tabs, App Exchange Package & Custom Application, Sandbox data loading and for implementing web services in the application for access to data from different users.
* Created workflow rules, Case escalation rules, Case assignment rules in service cloud.
* Created Web-Lead, Big Deal Alerts, Custom Forecasting, Territory Management, Multiple Currency Management on Sales Cloud.
* Used different data tools - Apex Data Loader, Import Wizard, SFDC Data Export, Mass Delete etc.
* Good Experience in Deployment using change sets and ANT tools.
* Integrated with Salesforce by using Marketing cloud connector (V5).
* Configure salesforce and marketing cloud integration user along with configuration in salesforce.
* Worked with End users and also acted as a Business Analyst by noting the requirements from the End users like Project managers, Development teams
* Strong Knowledge in App Exchange Applications for integrating with Third Party Applications.
* Strong knowledge in Data cleaning and reduplication of records not only through app exchange applications but through traditional methods like using excel as well
* Configure and maintain Reports and Dashboards
* Implemented and delivered projects under Agile Development Environment and Test Driven
* Environments with large & small project teams. Assisted in the enforcement of project deadlines and schedules. Ability to apply general organizational knowledge of the business and systems processes in problem analysis.
* Committed to excellence, self-motivator, quick-learner, diligent, team-player, and a prudent developer with strong problem-solving skills and communication skills.

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## Certifications and Licenses

* Salesforce.com Certified Administrator

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# **Work Experience**

## Salesforce Business Analyst

**CIPM (HealthCare) - Ashburn, VA February 2017 to Present**

**Responsibilities:**

* Participated in requirements gathering from clients, estimating the number of hours required for the development work.
* Involved in gathering customer requirements from business user teams spread over the sales Marketing and customer service
* Developing project work plans
* Working with users to define existing or new processes and recommend solutions and improvements
* Perform and guide BSA testing for Salesforce application in marketing cloud.
* Worked on Record Types, Validation Rules, Triggers and Page Layouts.
* Develop and execute Test Scenarios, Test Scripts, test data documents based on Requirements and Design documents mostly in agile environment.
* Worked with Confidential team to make application certified.
* Packaged and Deployed customizations from Sandbox to other environments using Force.com IDES.
* Collaborated in Designing, developing, and deploying Apex Classes, Controller Classes, and Apex Triggers for email services and lead-to-contract conversion.
* Performed administrative activities on Sales, Service cloud by creating User, Roles, Profiles, Workflow rules and Approval process.
* Implemented sales cloud and service cloud to improve customer retention and service delivery process improvement.
* Experience in code deployment from Sandbox to Production environment using Jenkins.
* Knowledge on both Classic and Lightning version
* Conducting analysis of alternatives, recommendations, and data mapping Create end user training material and operational documentation
* Developing detailed IT specifications of user requests for Information Technology
* 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.
* Proficient in performing data analysis, querying data bases, and utilizing SQL query tools
* Experienced implementing Pardot to customize sales and marketing process.
* Experienced with to migrate from one marketing to other marketing cloud.
* Experienced Marketing Cloud Products.
* Creating end user training material and operational documentation.
* Worked with Stakes holder to finalize Requirements.
* Implemented Salesforce Development Cycle covering Sales Cloud, Service Cloud, Call Center, Chatter & App-exchange applications.
* Develop solution architecture for end to end implementation on Service Cloud including Knowledge, Chat, IVR integration
* Conduct assessment of existing Service Cloud implementations and report issues and gaps
* Worked with Jira for Bug tracking and Project management.
* Involved in creating, monitoring and measuring campaigns with Salesforce CRM Marketing
* Involved in gathering customer requirements from business user teams spread over the sales Marketing and customer service
* Involved in creating gap analysis document, clearly identifying the data, business process and workflows of the organization with respect to saleforce.com implementation.
* Worked on Salesforce standard objects like Accounts, Contacts, Opportunities, Products, Price books, and Opportunity Line Items etc.
* Developed Visual Force Pages, Visual Force Custom Controllers Components, Advanced Search Functionality, Custom Objects, Analytic Snapshots, Tabs, Tags and Components.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Worked with Multi-Currency, Multi-Language, Product & Price book set-ups.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other Components on a record detail and edit pages.
* Created Custom profiles and assigned to the users based on their roles in the organization.
* Created users using the Data loader and assigned the users to the chatter groups
* Created the Public groups based on the access permission
* Developed and configured various Reports and Report Folders for different user profiles based on the need in the organization

**Environment:**

Salesforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers), Workflow & Approvals, Reports, Custom Objects, WSDL, Custom Tabs, Email Services, Security Controls, Eclipse IDE Plug-in, Windows Vista, Triggers, Unit Test, Sandbox, Jenkins, GUS, Service Cloud Console, Custom Settings.

**Salesforce Business Analyst**

**Prologixs - Danbury, CT January 2012 to February 2016**

* Working with Operations Manager and users to determine business requirements, provide administrative support and design /implement solutions in Salesforce.com CRM.
* Participated in requirements gathering from clients
* Worked with Stakes holder to finalize Requirements
* 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.
* Created new sandboxes and deployed Components and Data from one environment to another and managed sandbox refreshes
* Involved in the maintenance of the previous versions of the product by addressing bugs and client
* Responsibilities include defining integration architecture, documenting technical requirements, and identifying success criteria.
* Customized page layouts for Opportunity, Contacts, and Accounts depending upon user roles, and groups.
* 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.
* Responsible for creating Queues, Workflows rules and tasks to share and automate work to the users in the Queue.
* Created unit test cases and coordinated change requests to drive the business requirements during Integration and Testing stages.
* Working with Operations Manager and users to determine business requirements, provide administrative support and design /implement solutions in Salesforce.com
* Healthcare IT Administrator
* VQLC - McLean, VA
* July 2007 to May 2012
* Worked on medical software Merge Ris, Misys tiger, Royal Md
* Logged help desk request into the system, prioritizing incoming issues, Triaging problems, working in the field to fix problems and /or escalating trouble tickets as appropriate.
* Worked with other department members to install/upgrade desktop and network systems, software, hardware and to troubleshoot and solve desktop/server problems.
* Supported new user process from network set-up to end user education,
* Gave access to User based on the Roles.

**Education**

**Bachelor's in science**

* Shivaji university Kolhapur - India

**Skills**

* Salesforce.com
* Web Technologies
* Databases
* Operating Systems UNIX, LINUX, Windows 95/98/2000/XP/2003/7/Vista.
* App/Web Servers
* Visual Force
* Workflows
* Approvals
* Email Templates
* Formulas
* Validation Rules
* AppExchange tools like
* Eclipse
* Salesforce.com
* Apex Data Loader
* Roles
* Profiles.
* HTML
* XML
* Jira
* MySQL
* SQL Server 2000/2005/2008
* MS ACCESS
* Agile
* Requirements Gathering
* User Interface (UI)
* Test Cases
* Web Services

## 

# Links

* [http://SalesForce.com](http://salesforce.com/)

# Certifications and Licenses

## Salesforce.com Certified Administrator

* June 2019 to Present