**Sushma Gurrala**

**310-291-1449**

[**sgsfdc22@gmail.com**](mailto:sgsfdc22@gmail.com)

[**https://www.linkedin.com/in/sushma-g-613a5766/**](https://www.linkedin.com/in/sushma-g-613a5766/)

**Professional Summary:**

* 10+ years of experience in the Salesforce.com CRM Platform in **Administration, Analysis, Production Support and Development.**
* Experienced in all phases of Software Development Life Cycle (SDLC), quality management systems and project life cycle processes.
* In-depth understanding of SFDC CRM business processes
* Experience in Salesforce.com Sales Cloud, Service Cloud and Marketing Cloud.
* Experience with **Salesforce.com** **CRM** **Administration, Configuration, Customization,** and support experience on Salesforce.com classic and lightning Platform.
* Performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com (SFDC) and other platform-based technologies like Visual force, force.com API, and web services.
* Experience in working with Agile development with 2 weeks sprints and deploying changes at the end of each sprint.
* Extensively involved in all phases of the project, including Project Plans, Documentation, and Configuration:
* Worked in a cross-functional team of business analysts, QA, Salesforce admins and other developers to support ongoing and future Salesforce efforts
* Extensive experience in working with Salesforce CPQ billing system formerly known as InvoiceIT from Steelbrick.
* Worked on App Exchange apps like Case Merge Premium, Cloud Converter, Invoice IT, Ring Central, Phone Burner, Cirrus Insight, Round Robin Lead Distribution, Ring Lead.
* Extensive experience in data migration and integration using Data Loader and experience in working with API’s.
* Experience with tools like **Force.com Explorer, Force.com Migration tool** and force.com Excel connector.
* Excellent team player, self-motivated, quick learner with good communication skills and trouble-shooting capabilities.
* Excellent communication skills, and very collaborative and experience in working with both large and small teams.

**Certifications:**

* Salesforce Administrator
* Salesforce CertifiedAdvanced Administrator
* Salesforce Platform Developer1
* Salesforce Platform App Builder
* **Salesforce Certified Sales Cloud Consultant**

**Professional Experience:**

**Client: CBRE Group Inc, Dallas, Texas April 22 - Till Date**

**Role: Senior Salesforce.com Business Analyst**

* 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.
* Conducted refinement sessions with the development team to discuss the stories for the future sprints and story point them.
* Conducted brainstorming sessions with the development team to actively involve them during the requirements stage level analysis.
* Experience in using ADO to track project status , features and stories under it.
* Conducted system demo sessions with the business to demo previous sprint stories and capture the feedback.
* Worked towards preparation of requirements management plan, business and functional requirement documents.
* Created data flow diagrams and process flow diagrams to facilitate better system understanding.
* Assisted in designing and creation of training material and conducted internal training sessions for business users on Salesforce technology functionalities.
* Created new custom objects, assigned fields, designed page layouts, custom tabs and components.
* Outlined the organization hierarchy and created profiles, roles accordingly in Salesforce; worked on visibility and security settings around them as required by the business.
* Designed different custom dashboards for various user groups based on their business functionalities and needs.
* Created and deployed several reports for different user profiles based on the need in the organization.
* Designed various types of email templates for auto response to customers.
* Monitor new Salesforce released features and functionality to provide recommendations for process
* Conduct business analysis by working with end users to identify system, operational requirements
* Worked with QA team to review scenarios for Business Acceptance Testing (BAT) and UAT (User Acceptance Testing).

**Client: BlackLine Systems Inc, Woodland Hills, CA Sep21 - April22**

**Role: Senior Salesforce.com Administrator/BA**

* Involved in designing the Project Plan and gave high level time estimates based on the requirements.
* Built an end-to-end implementation of Salesforce billing functionality using Steel brick billing package Invoice IT and provided user training and customer presentations.
* Supported over 2000 users on the CRM Platform
* Successfully migrated one of the business units from Siebel platform to salesforce lightning platform.
* Experience in migrating users and taking care of data migration from Siebel to salesforce.
* Good experience in roll-out of Lightening Experience to users and developed visual force pages with lighting design system styles to support Lightning experience.
* Experience on working flow builder and LWC (lightning web components) and Aura components
* Hands-on experience in analysis, design, development, and testing of the SFDC application.
* Worked with offshore team and business analyst on Sprint basis and take care of deployments at the end of each sprint.
* Experience in Maintain codebase using version control tool GitHub
* Experience in providing Salesforce Training to the users using screenshare sessions, and provided training materials, confluence pages and quick references.
* Experienced in using ETL tools to integrate data from multiple applications. Performed detailed study on migrating the data from SQL to Salesforce lightning.
* Experience in marketing tools such as Marketo, Pardot and salesforce marketing cloud ExactTarget.
* Integrated Ring Central and InContact call center with Salesforce for Sales and support team
* Migrated the required data from Sandbox or QA environment to production by using Change sets, Eclipse IDE, visual studio code
* Worked with QA team to review scenarios for Business Acceptance Testing (BAT) and UAT (User Acceptance Testing)
* Implemented various advanced fields like Custom Formula Fields, Field Dependencies, Validation rules, Workflows and Approval Processes for automated alerts, field updates and Email alerts.
* Perform the detailed study of the existing data in our company and select the appropriate tool/technique for data cleansing and preventing future duplicity in the data.
* Generated complex Reports and dashboards for forecasting and scheduled the reports to the concern person.
* Experience working with Pardot and analysed the data in Pardot and SFDC for data cleansing.

**Client: Internet Brands, El Segundo, CA Sep15 – Aug 21**

**Role: Senior Salesforce.com Administrator/Business Analyst**

* Involved in designing the Project Plan and gave high level time estimates based on the requirements.
* Built an end-to-end implementation of Salesforce billing functionality using Steel brick billing package Invoice IT and provided user training and customer presentations.
* Experience in using ticketing systems such as JIRA and confluence for documentation.
* Supported over 500 users on CRM Platform.
* Create and enhance business processes and workflow designs.
* Map functional requirements to Salesforce.com features and functionality.
* Experience in providing Salesforce Training to the users using screenshare sessions, and provided training materials, confluence pages and quick references.
* Have very good experience in Administration side of Salesforce and made customizations for Salesforce objects and built the roles hierarchy and profiles.
* Optimize Salesforce features and functionality to develop and improve efficiencies.
* Lead and/or participate in cross-functional projects between departments
* Create page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Experience in using Data Loader and Workbench for data integrity related tasks.
* Created Workflow rules, Process Builder, Visual Flows and defined related tasks, email alerts, and field updates for Business Automation.
* Good experience in roll-out of Lightening Experience to users and developed visual force pages with lighting design system styles to support Lightning experience.
* Experience on working flow builder and LWC (lightning web components) and Aura components
* Perform the detailed study of the existing data in our company and select the appropriate tool/technique for data cleansing and preventing future duplicity in the data.
* Experience in working with AppExchange products such as RingCentral, Chili Piper, DocuSign.
* Coordinate with offshore team on Sprint basis and take care of deployments at the end of each sprint.
* Migrated the components from Sandbox or QA environment to production by using Change sets and fixing deployment issues.
* Adhered to the Best Practices by avoiding Governor Limitsin **SOQL** and **SOSL statements** within the custom **Controllers, Extensions,** and **Triggers.**
* Experience in performing the Unit tests and prepared few test cases and scenarios for Smoke Testing and UAT (User Acceptance Testing)
* Generated complex **Reports and dashboards** for forecasting and scheduled the reports to the concern person.
* Experience working with Marketo and analysed the data in Marketo and SFDC for Marketing team.
* Involve in debugging **visual force pages, triggers and apex classes** based on the requirements.
* A project-oriented team player with solid communication and interpersonal skills and the ability to maintain a congenial relationship with the client team and with the ability to manage multiple priorities under aggressive deadlines, being highly adaptable to different work environments.

**Client: Nvidia, Santa Clara, CA Mar 13- Apr 15**

**Role: Salesforce.com Administrator/Developer**

* Configured and gathered requirement for the application to meet business requirements.
* Prepared HLD (High Level Design) and LLD (Low Level Design) based on the functionalities and user needs.
* Hands on Experience in using Salesforce AppExchange tools like Brain shark, DB Amp, Workbench, Apex Explorer, Process Builder
* Involved in Opportunity Re-engineering Project at NVidia, to redesign the opportunity structure to be more generic and flexible for future changes.
* Have complete technical knowledge of all modules of CRM Foundation and have good technical grasp of modules like Sales, Telesales, Service, Marketing etc
* Implemented the Application-Level Security and System level security by creating profiles, Roles, Permission sets, Sharing Settings, Public Groups and by setting up Organization Wide Defaults
* Extensive experience in setting up Partner and Customer portals and used salesforce apex and visual force pages to build custom functionalities.
* Experience in resolving inbound user case requests. Identify and rectify day-to-day data quality issues within the operational processes. Identify trends and suggest long term solutions
* Experience in providing Salesforce Training to the users using WebEx sessions and provided training materials and quick references.
* Migrated the required data from Sandbox or QA environment to production by using Change sets, Eclipse IDE
* Experience in performing the Unit tests and prepared few test cases and scenarios for Business Acceptance Testing (BAT) and UAT (User Acceptance Testing)
* Did Integration of Brain shark with Salesforce for user training and customer presentations.
* Perform the detailed study of the existing data in our company and select the appropriate tool/technique for data cleansing and preventing future duplicity in the data.
* Have very good experience in Administration side of Salesforce, and made few customizations for Salesforce objects and built the roles hierarchy
* Generated Reports and dashboards daily in the morning and scheduled the reports to the concern person.

**Client: Cisco Systems Inc. San Jose, CA Aug 12 –Dec 12**

**Role: Salesforce.com Business Analyst**

* Interacted with various business user groups to gather the requirements and documented the requirements.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Hands on experience with **Migrating the Data** from one organization to another organization and worked with consolidating multiple organizations into a single Production.
* Involved in each stage of Project Life Cycle, including Testing the Environments, Configurations, and Data.
* Experience in preparing the Data Dictionary using **Cloud Converter**, **BRD** (Business Requirement Document), **TSD** (Technical Specification document), Test cases & Test Scenarios.
* Worked on Migrating and **consolidating 5 instances** into a single Cisco Production environment.
* Worked on few Salesforce AppExchange Applications like **Cloud Converter, Force.com Explorer, Eclipse, Force.com IDE, Data Loader, Work Bench, Form Builder.**
* Worked closely with business partners to realize the full capabilities of Salesforce.com CRM.  Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Used **Force.com IDE** for creating, modifying, testing, and deploying Force.com Application. Used Force.com Explorer to test the migrated data by writing a Query like in SQL.
* Experience in using **Cloud Converter** to get the Configurations and Customizations included in Each Organization.
* Created various Reports (summary reports, matrix reports, pie charts, dashboards, and graphics) 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 organization’s need.
* Provided **post-implementation support** to assist end users in creating reports, dashboards and certain Administration tasks including creating and maintaining user profiles and privileges.

**Education:**

* Master’s in computer engineering from International Technological University (ITU) California, USA. 2012
* Bachelor’s in computer science from Jawaharlal Nehru Technological University (JNTU) Hyderabad, India. 2009