**Summary:**

* **16+** years of IT experience.
* **13+** years of experience working as **Salesforce Consultant –** played different roles according to the need of the day and based on business/tech model of the organizations.
* **Currently working as Salesforce SME / Salesforce Consultant in agile environment.**
* I am an experienced Lead Solution Architect and I have done both Functional and Technical Solutions for many projects.
* Managed teams with Offshore – Onsite model and ensured to deliver projects on time.
* Experienced in understanding the business end to end processes and Apt in designing solutions.
* Experienced in remodeling the As-Is system or any legacy CRM system to make it more scalable with the best salesforce solution that would suit the business.
* Certificated Salesforce Administrator with hands on salesforce configuration and customization experience.
* Constantly learning the new features evolved and understanding the new releases of salesforce to ensure I provide the right solution to the business.
* Have always followed the SDLC whether it is waterfall model or Agile
* Well versed with Object Oriented Programming language.
* Experienced in Leading Integration Projects (both Batch and Real Time).
* Experienced in creating Journeys on Marketing Cloud.
* Experienced in writing user stories as per the agile methodology.
* Experienced in leading team through the deployments in achieving the intensive timelines of a project.
* I am team player, self-starter, have the ability to multi-task, very detail oriented and have good communication skills.

**Professional Experience:**

**Nissan North America – Franklin, MI Feb 2020 – Till Date
Salesforce SME**

**Current Roles and Responsibilities**

* To gather the business needs/requirements and analyze the use case scenarios so as to provide the best possible solution to the business.
* To Create process documents, meta data sheets and data dictionary according to the need of the business or tech requirement
* To work in a scrum model and ensure that user stories are documented correctly and are accomplished in desired way.
* To work on Jira stories and ensure the time is tracked properly.
* To work with business users during UAT and ensure the test cases are executed correctly
* In times of need ensure to do hands on salesforce configuration or admin work so as to help the team in providing the best support to the business

**Environment and Technologies Used*:*** Salesforce Service and Sales Clouds, Salesforce Partner Community, Salesforce Chatter, Salesforce Digital Engagement, Salesforce Live Agent, Salesforce Lightning, Knowledge, APEX, Visual Force, Cisco CTI Integration.

**FordDirect – Dearborn, MI
Salesforce Senior Business Analyst/ Solution Architect
Oct 2016 – Jan 2020**

* Gathered the business needs or requirements, analyzed the use case scenarios and formulated the requirements into user stories
* Used Jira to create the users stories and track the updates on the stories
* Worked with the scrum teams closely to get the user story accomplished in the desired way
* Created process documents, meta data sheets and data dictionary according to the need of the business or tech requirement
* Designed integrations between FordDirect Vendor systems and FD Salesforce
* Migrated the users to lightning environment
* As a Business Analyst I was responsible for doing the UAT Testing so as to sign off the tech build
* I do the Production validation to ensure that the deployment was successfully done even before the announcement of launch is sent out to the end users
* Established the Integration between marketing cloud and salesforce service cloud
* Implemented Knowledge one and customized the article creation process for the business
* Created Journeys on the Marketing Cloud
* Managed the offshore team

**Environment and Technologies Used*:*** Salesforce Service Cloud, Salesforce Chatter, Salesforce Lightning, Knowledge, APEX, Visual Force, Marketing Cloud.

**American Express – New York, NY
Salesforce Architect and Salesforce Product Owner
Aug 2014 – Aug 2016**

* Worked as an Application Architect with Enterprise Growth team that supports the Foreign Exchange Business Group
* Always involved in the End to End Project Discussions
* Involved in getting SAR approvals for the salesforce projects proposed by the Foreign Exchange Business
* Worked on the Road map to Success of FXIP Salesforce by Refactoring the code that has already been built
* Building strategy for sandbox management by introducing Informatica Cloud Data management process to FXIP (Foreign Exchange International Payment) Group
* As a Technical Architect I participated in analyzing the change management requests submitted by various business champions
* Identified the key reason of the sync issues between the FXIP Salesforce system and the FXOP’s transaction operational system
* Created Data dictionary and Technical documentations for the FES Salesforce System
* Worked as a Product Owner for American Express Open Small Business Unit
* Gathered the business needs/requirements, analyzed the use case scenarios and formulating the requirements into user stories
* Used Rally as the system for user story creation/updates and for monitoring the activities
* Worked with the scrum teams closely to get the user story accomplished in the desired way
* Worked with PFA’s to make sure the solutions proposed are scalable
* Created process documents, meta data sheets and data dictionary according to the need of the business or tech requirement
* As a product owner I am responsible for doing the UAT Testing so as to sign off the tech build
* I did the Production validation to ensure that the deployment was successfully done even before the announcement of launch is sent out to the end users

**Environment and Technologies Used*:*** Salesforce Sales and Service Clouds, APEX, Visual Force.

**Hewlett-Packard – Austin, TX
Salesforce.com Consultant/ SME
May 2013 – June 2014**

* I played the role of a Salesforce Consultant and SME
* Lead Offshore team of 10 ppl
* Was involved in all the business requirement gathering session (Scope CRP sessions)
* Did the Analysis of all requirements understood business needs and provided solution with LOE
* Worked on POC as per the analysis session and business requirement
* Was a key participant of the Design CRP sessions
* Created FDD and Presentation for the Design CRP sessions
* Gave the design presentations to the business and worked in getting the sign off
* Worked on the data modelling of new requests and entities
* Worked with SaasPMO tool for updating capabilities and mile stones
* Worked with the Business and resolved all their day to day issues
* Helped the offshore team in all the design, build and testing activities
* Created Build documents for Build CRP sign off
* Reviewed the code before testing
* Created Test cases for SIT
* Uploaded the test cases in ALM
* Done the testing for several teams in HP
* Attended all the Pre UAT sessions to ensure the readiness of the system for UAT
* Helped Business for UAT team for performing their testing
* Gave User training by giving demo of what is going to release in the implementation

**Environment and Technologies Used*:*** Salesforce Sales and Service Clouds, APEX, Visual Force.

**American Express – Phoenix, AZ
Salesforce.com Technical Lead/Architect
Nov 2009 – May 2013**

* I played the role of a Technical Lead and Architect.
* I was the only one onsite contact and I have lead Offshore team.
* I was part of the analysis, design and build sessions of Salesforce.com CRM application implementation for American Express OPEN team
* I was involved in all the business requirement gathering session
* Did the Analysis of all requirements understood business needs and provided solutions
* Did the POC for the Business Team as per the analysis session
* Created Data Models and Structure of the Application with all the relationships required
* Helped the Business Analyst in framing the K245 requirement document
* Created the Design Document with the Architecture diagrams
* Created the Solution workbook for building the requirements
* Worked with the Business and resolved all their day to day issues
* Performed all the Salesforce Administrator activities like creating reports, users, roles, profiles etc.
* As a Tech Lead and Tech Arch helped and guided the offshore team in all the build activities
* Reviewed the code before testing and implementation
* Created New Sandboxes for testing and development for different projects
* Created Test cases for component and assembly testing
* Uploaded the test cases in QC
* Helped the SIT team and UAT team for performing their testing
* Updated QC with Test results
* Gave User training by giving demo of what is going to release in the implementation
* Created deployment change set in Salesforce and deployed from one sandbox to other for testing and also from test to production
* Did data uploads and data migration
* Created Reports and Dashboards for the Business teams
* Implemented major data migration related projects
* Worked late hours as per the demand of the projects

**Technologies Used*:*** APEX, Visual Force, Salesforce.com.

**Centex Homes – Dallas, TX
Salesforce.com Consultant
Oct 2008 – March 2009**

* I played the role of a Business Analyst and got the business requirements to do the integration from pathways system to salesforce.com
* Went through each and every field of the pathways system and tried to Analyze the method of implementing the same in salesforce.com
* Designed the mockups based on the business requirements for integration and customization in salesforce.com.
* Implemented Salesforce.com for inception to deployment for sales division.
* Performed gap analysis and data analysis and re-engineered current process flows to achieve unified automated workflows between various on premise business systems and the Salesforce.com cloud applications.
* Designed and developed workflow rules, validation rules, apex triggers and classes and a host of customizations within Salesforce.com.
* Developed final rollout documentation and hand off documents for the engagement.
* Wrote Apex Classes which will check the synchronization during integration between the systems.
* Involved in Design, Development and Testing of the entire salesforce.com app
* Did the entire unit testing after the development.
* Deployed and migrated the code to both development and test servers and handled the maintenance of the servers.
* Created technical documentation for the all the pages developed
* Used SOSL and SOQL queries in web service calls

**Technologies Used*:*** APEX, Visual Force, Java Script, Salesforce.com, VB.NET, SQLServer.

**MSBA – Boston, MA
.NET Technical Lead
Feb 2007 – Sep 2008**

**MSBA(Massachusetts School Building Authority) is a government body that raises funds for the repair, renovation and construction of school buildings throughout the Massachusetts state.**

* I played the role of a .NET Technical Lead and got the business requirements.
* Analyzed specifications and data flow among systems, participated in the Design Team and user requirement gathering meetings.
* Involved in developing Requirement model, Analysis Model, Design Model of the Project Designed the mockups from the requirement based on the business requirements.
* Created few custom objects, fields, tabs, folders and page layouts.
* Created the middle-tier classes in VB.NET
* Created Menus and tabs of the system using Web services.
* Maintained the error handling and checking procedure in utility library and used the .dll file in the website
* Performed gap analysis for the integration of salesforce.com with the .NET application
* Created Reports in the system using SSRS.
* Created Stored Procedures in SQL Server.
* Deployed and migrated the code to both development and test servers and handled the maintenance of the servers.
* Used Ajax validation controls and Ajax calendar control in the code
* Worked with ASP.NET Ajax control toolkit.

**Technologies Used:** VB.NET, ASP.NET, AJAX Toolkit, SSRS, and SQLServer.

**Progressive Insurance – Mayfield Heights, OH
.NET Developer
Sep 2006 – Jan 2007**

* Developed the web application in ASP.NET based on mockups
* Created the code for ASP.NET controls in C#.NET
* Created Stored Procedures in SQL Server
* Involved in Design, Development and Testing of the entire application
* Used Ajax validation controls and Ajax calendar control in the code
* Worked with ASP.NET Ajax control toolkit
* Designed and developed NUnit using C#
* Designed and developed XR Rules.
* Used TCANavigator to develop all the Pages, Layouts, Events and Actions

**Technologies Used:** C#, ASP.NET, XML, CSS, APEX, AJAX Toolkit, SQLServer.

**IC Solutions Pvt Ltd - India
VB Developer
May 2003 – March 2006**

* Designed & developed forms to meet the user requirement by using several advanced
* Features like built-in functions and multiple form applications
* Created database tables and manipulated according to the needs of the application development.
* Coding and testing of stored procedures and database triggers using PL/SQL.
* Generated reports to meet the user requirements by using several reports like form report, Master-detail report and matrix report

**Technologies Used:** VB, ASP, Oracle, SQL, PL/SQL.