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## JOB OBJECTIVE

Detail-oriented Consulting Professional targeting **senior level assignments in Business Analysis & Scrum Master** in an organization of high repute

**Preferred Location:**  
Luxembourg / UK / Gurugram

## CORE COMPETENCIES

- Business Analysis
- Agile & Waterfall Methodologies
- Requirement Gathering
- UAT Testing
- Force.com & Apex
- Project Management
- Stakeholder Management
- SDLC
- Functional Doc preparation
- QA and BA expertise

## SOFT SKILLS

- Communication
- Leadership
- Critical Thinking
- Teamwork
- Problem-solving
- Adaptability

# SALONI ARORA

## Business Analyst and Scrum Master

### PROFILE SUMMARY

- Result-oriented professional with **over 7 years** of experience in **Salesforce Business Analysis, Scrum Master, QA, Project Management, Stakeholder & Team Management in Telecom, Healthcare and Government Domains**
- **Led a team of 4 developers & 3QA's**; assigned **User Stories and performed Story Point Allocation**; extensive experience in direct business interactions with some of the large enterprise accounts and SMB Market
- Understanding the goals of business & then provide solutions to the existing Salesforce Capability within **Service Cloud, Sales Cloud, Health Cloud, Marketing Cloud and Community Cloud (Experience Cloud) applications**
- **Proven capabilities in performing gap analysis: AS-IS vs.TO-BE, pre-sales activities (research& preparations)** and implementing **small to medium** enhancements; contributed to large strategic projects and/or new solutions in this space
- Expertise in **SFDC Configuration** like Creating Roles, Profiles, Email Services, Page Layouts, Workflow Rules and Actions, Validation Rules and Approval Process; worked on SFDC customization like lightning components as well
- Trailhead double Ranger with **6x certifications and over 200 badges on salesforce trailhead learning platform**
- Proficiently managed Salesforce org comprising **over 250 users with over 8 licenses**; as a business analyst, coordinated **a team of 6 members for a telecom/health care based clients like Verizon, Comcast and O2 Telefonica and General Electric**
- Actively involved with Developers, QA and respective BA's for optimizing the operations and delivery
- **Managing UAT with end users including** coordination and user acceptance signoff
- Pivotal in Sprint Planning, Daily Scrum Stand Up, and Sprint Retrospective meetings
- Skilled in using tools **like Rally, JIRA, ALM, Data Loader, Data Import Wizard, Confluence and Workbench**

### WORK EXPERIENCE

#### Senior Consultant with IBM, Gurugram

Oct'21 – Present

#### Responsibilities:

- Working on Health Cloud platform which administers COVID-19 vaccination/Doses to the residents of Ireland increasing the overall efficiency by 25%
- Expertise in configuring live web chat along with omni channel queue based routing which involved more than 500 cases
- Performing as a Scrum Master/Functional Lead for planning, requirement gathering, analysis, estimation and designing of user stories
- Developing user stories, UI mock-ups/prototypes, process diagrams, and other documentation to effectively convey requirements to development team
- Participating in the development and grooming of project backlog stories with product owner
- Participating actively in sprint planning, daily scrum standups, sprint reviews and sprint retrospective meetings
- Participating in client demo, conducting training and educating clients about the best practice
- Expertise in Salesforce.com security -Object level, Record Level, Field Level & OWD

## TECHNICAL SKILLS

- Salesforce Lightning Platform
- Salesforce Configuration & WF
- Salesforce customization basics
- JIRA/ Rally
- SOQL & SOSL
- Workbench & Data Import Wizard
- Lucid Chart & Flow Diagrams

## EDUCATION

- **2015: B.Tech. in Electronics and Instrumentation** from Galgotias College of Engineering and Technology, Greater Noida with 70%

## CERTIFICATIONS

- Trailhead Double Ranger (achieved more than 200 badges on salesforce trailhead platform)
- Salesforce Certified Administrator
- Salesforce Certified Platform Developer 1
- Salesforce Certified Service Cloud Consultant
- Copado Certified DevOps Administrator
- Copado Certified Developer
- Salesforce Certified Omni studio Developer
- Salesforce Certified Advance Administrator
- Salesforce Certified Business Analyst

- Worked on sharing rules, manual sharing, permission sets, user creation, approval process, workflow rules, process builders and validation rules

### Senior Consultant with Deloitte Digital, Gurugram

**Mar'21 – Sep'21**

#### Responsibilities:

- Worked on Experience Cloud (also known as Community Cloud) platform which provides the residents of Germany resources related to COVID-19 like healthcare, employment opportunities, career fairs and education
- Worked on marketing cloud project which involved 200+ campaigns
- Performed implementation and configuration of the Salesforce Experience Cloud platform which included more than 150 resources
- Managed relationships with stakeholders to achieve project goals and provide continued support to team
- Employed a variety of approaches to collecting and documenting business & functional requirements; such techniques may include, but not limited to, leading workshops, writing use cases, creating context diagrams, performing stakeholder analysis
- Wrote complete business requirements and facilitate sign-off
- Collaborated regularly with Technical leads, Salesforce Developers and Integration Developers on functional requirements to implement application integrations so that business requirements are satisfied

### Accenture, Pune, Maharashtra

#### Growth Path:

**Apr'16 - Jul'17: Salesforce Associate**

**Jul'17 – Jan'19: Salesforce Developer**

**Jan'19 - Mar'21: Salesforce Consultant**

#### Responsibilities: (Salesforce Consultant)

- Worked with Telecom giants for their mobile applications which increased the sales of phones and internet plans by 30%
- Worked with GE Health care to create work order and service contracts resulting in increase in overall efficiency by 15%
- Liaised on Sales Force projects comprising of 12+ licenses, 150+ users for US/UK based Clients
- Prepared reports and dashboards and presented them in by-weekly meeting to top managements which included more than 1000 records
- Wrote BRD/FRD with proper documentation with every requirement discussed in discovery session
- Produced detailed functional requirement specifications using data modelling techniques including Use Cases, Workflow diagrams, Lucid Charts and UI/Screen mock-ups/ WireFrames
- Performed data cleansing and data management (Account/Contact/Opportunity Creation, DE-Dupe, Opportunity Status)
- Worked on different standard objects like Case, Leads, Accounts, Opportunities, Contacts, Contracts, Campaigns
- Worked on Fields, buttons, links, Record types, Page layouts, User Profiles, Work flows, Approvals and Validation Rules & Security Model

## AWARDS & RECOGNITION

- Received APEX Award (FY19 Q2, Q3) - Individual Category
- Felicitated ACE Award FY17 Q4 - Individual Category
- Conferred with ACE Award FY16 - Team Category

## PERSONAL DETAILS

**Date of Birth:** 23<sup>rd</sup> February 1993

**Languages:** English & Hindi

**Address:** Delhi