## Shruti Gupta

**Salesforce Business Analyst Email:** [shruti77gupta@gmail.com](mailto:shruti77gupta@gmail.com) **Contact No**: 917-327-3438

## PROFESSIONAL SUMMARY

* Certified Salesforce Administrator/Business Analyst with 7+ Years of Information Technology experience of working in specifying, analyzing and requirements gathering for critical business applications.
* Experience of working with Sales Cloud and Service Cloud and Salesforce.com
* Led and Participated in Agile/Scrum rituals (Backlog Refinement, Sprint Planning and Review, Retrospectives, Daily Scrum) to provide guidance to the Agile product development process.
* Expertise in collaborating with Scrum team members including Product Owner and Scrum Master; proficient in creating SCRUM artifacts like User Stories / Backlogs, Burn-down charts.
* Used JIRA for agile project management, creating product backlog, sprint backlog and bug tracking.
* Proficient with phases of Software Development Life Cycle (SDLC) with comprehensive knowledge of requirements analysis, business process analysis and use case modeling.
* Excellent understanding in working with various Salesforce.com Standard Objects like Accounts, Contacts, Opportunities, Products, Cases, Leads, Campaigns, Reports and Dashboards
* Excellent business writing skills essential for producing various business documents such as Scope & Vision Document, Business Requirements Document, Requirements Traceability Matrix
* Experience in Salesforce Customization, Security Access, Record Type, Data Validation, data utilities, Analytics, sales, Marketing, Customer Service, and Support Administration, Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Lightning Flow, Process Builder, Reports, Dashboards, Actions, Tasks and Events.
* Created Custom Objects and outlined lookup and master-detail relationships and Junction objects to implement many-to-many relationships on objects and Roll-up Summary fields to aggregate data from child records on the parent. Modified data object relationships with the help of Schema Builder.
* Hands on experience in writing queries using SOQL and SOSL in Apex Classes and Triggers.
* Extensive experience in analyzing organization processes, converting business workflows into exact Salesforce.com workflows and configuring Salesforce.com to meet business requirements.
* Proficient with Data Loader, Data Import Wizard, Workbench and Microsoft Excel, and able to manage data operations export, manipulate, load with ease.
* Worked on Lightning Process builder flows, experienced using Salesforce Lightning UI.
* Worked on Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow & Approvals.
* Proficient in using Microsoft Word, Excel, Power Point, and Visio.
* Experience developing training materials and training the users.
* Team player with ability to work effectively with all levels of organization and individually as well.
* Functioned as a business analyst for multiple projects to stand up and operationalize IT Systems related to financial services solutions.
* Adept in creating Use Case Diagrams, Activity Diagrams, Business Process Models, Work Flow Diagrams, Data Flow Diagrams, Flow Diagrams (Business and Navigation) and Sequence Diagrams.
* Exceptional communication, multi-tasking, planning, analytical, organizational and problem-solving skills.

## PROFESSIONAL SKILLS

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| **SFDC Technologies** | Salesforce CRM, Apex Language( Classes, Triggers, Batches), SOQL, SOSL,  Entitlement Process, Lightning Flow, Workflow, Process Builder, Approval Process, Roles, Profiles, Permission sets, Sharing Setting, Page layouts, Record  types, Reports and Dashboards. |
| **Force.com Tools** | Data Loader, Data Import Wizard, Workbench, Developer Console |
| **Programming/ Scripting** | Apex, R, Python, SQL |
| **Tools** | Jira, Tableau, Visio, Excel, MS Project, Anaconda, Slack |
| **Concepts** | SDLC, Agile, Lean Techniques, Six Sigma, Kaizen, Scrum, WBS, Waterfall |
| **Competencies** | Problem Solving Ability, Business Analysis,Time Management, Statistical  Analysis, Adaptability, Project management |

**EDUCATION & CERTIFICATIONS**

Salesforce Administrator (ADM-201) – Credential ID: 21695395 Salesforce Developer (PD1) – Credential ID: 21828518

## PROFESSIONAL EXPERIENCE

**Merck - Rahway,NJ Feb 20 – Present**

**Salesforce Business Analyst + Administrator**

## Responsibilities:

* Facilitated Scrum meetings, Daily Stand-up, Sprint Planning, Backlog Grooming, Epic and Story Estimation, Sprint Review and Demo, and Retrospective.
* Participated in various meetings and discussed enhancements and modifications with business users, stakeholders and product owner.
* Translated the requirements to user stories for the Tech team to understand the business vision.
* Worked on Service Cloud with functionalities like Case Management, Email to Case, Case Assignment, and Knowledge Base.
* Created Page Layouts, Search Layouts to organize fields, Custom Links, Related Lists, and other components on a record detail and edit pages.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Responsible for Business Analysis and requirement understanding, Development and data modelling.
* Manages Users, Role Hierarchy, Profiles, Permission sets, Sharing Rules, Public groups, Case teams and Queues as per needs.
* Extensively used Apex Data Loader for Inserting new records, updating existing records, Upsert, Delete, and bulk Import or Export of data from Salesforce.com Objects.
* Works with Applications in Salesforce Lightning.
* Created Lightning Pages using Lightning App builder and assigned them to Profiles, Apps and Record types.
* Created Record types and Page layouts to support different business processes.
* Works extensively with Reports and Dashboards based on business requirements.
* Works with various standard objects such as Accounts, Contacts, Opportunities, Cases and Contracts.
* Works in Agile methodology and participated in daily meetings and presentations in the organization.
* Designed Lookup relationship fields, Master detailed relationship fields, Formula fields, Validation rules, Process builders, Workflows and Approval processes, Duplicate rules etc.
* Deployed Salesforce components using Inbound and Outbound change sets for every sprint release.
* Supports Users on Issues related to Salesforce application.
* Used Case Automation Tools (Queues, Assignment rules, Auto-response rules, Escalation rules, Macros) which allows users to track and resolve customer issues quickly.
* Worked with senior team members to analyze of each product and its competitor, to integrate new product, and optimize existing products
* Worked on data migration from databases to SFDC using Data Loader
* Created custom Reports based on business need and associated them to Dashboard
* Created Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow & Approvals
* Worked on Record Types, Validation Rules, Triggers and Page Layouts
* managing project life cycle such as process analysis, user meetings, requirements development and review, testing, implementation, and go-live.
* Written Triggers on standard objects like opportunity.
* Created Visualforce pages.
* Closely monitored the Testing, Performed Smoke tests, Facilitated UAT Sessions, worked on defect life cycle using JIRA.

**Environment**: Agile, Scrum, Saleforce.com platform, Data Loader, Apex Triggers, Reports, Dashboards, SOQL, SOSL, Visualforce page, Record types, Page layouts, Search layouts, Sharing Settings, Profiles, Permission sets, Windows

# Realpage - Richardson,TX Jan 18 - Dec 19

**Salesforce Business Analyst**

## Responsibilities:

* Interacted with various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Worked on various Salesforce.com standard objects like Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, Campaigns, Reports and Dashboards.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, field updates to implement business logic.
* Created Custom Profiles, Public Groups and Roles to distribute user rights and functionality.
* Used Apex Data Loader and workbench mapped data sources and loaded data from legacy systems to Salesforce.com.
* Involved in data mapping and migration of data from legacy systems to Salesforce.com Objects and fields.
* Created RTM (Requirement Traceability Matrix) Report.
* Extended native SFDC reports to leverage custom fields to create meaningful reports and dashboards. Provided leadership in process analysis, process and system design, and in the implementation of business systems that support functional goals and objectives.
* Added new custom objects, assigned fields, designed page layouts, custom tabs, components, custom reports.
* Supported and maintained the Reporting environments through IT infrastructure.
* Transitioned new report requirements and application changes to the development team.
* Performed the role of support engineer for the internal users and helped them in getting used to the application, generating reports and saved them for further access to the users.

**Environment**: Salesforce.com, Power Designer, Just in Mind Prototype, Agile Scrum Methodology, Apex, Visualforce, triggers, workflow, validation rules, Data Loader, SOSL, SOQL, report, dashboard, Force.com IDE, HTML, XML, Siebel Excel.

# JP Morgan Chase - Newark, DE Jul 15 – Dec 2017

**Salesforce Business Analyst**

## Responsibilities:

* Provided customer support/Customer relationship management using Salesforce platform.
* Created accounts, contacts and leads for the potential customers.
* Created case queues and assign the email to cases to the appropriate team.
* Created Auto-response rules for the first response to email-to-case and web-to-case.
* Worked on Requirements Elicitation by interviewing business area experts, asking detailed questions and carefully recording the requirements in the format so that it can be reviewed and understood by both business and technical people.
* Closely worked with Salesforce.com consultants while implementing the solutions for the needs of organization.
* Documented and shared the requirements with Salesforce.com consultants for further implementation.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Designed and developed workflow rules, validation rules, formulas, and customizations with in Salesforce.
* Created profiles and implemented Object level, field-level and record-level security.
* Provided support ongoing Salesforce.com maintenance and administration services including periodic data cleansing, custom objects, workflow, campaign management.
* Created email templates and inbound emails using Visualforce for the clients and customers.
* Implemented various Custom Reports and deployed them for different business user levels.
* Involved with Salesforce.com Premier Support and handled the support cases with the help Salesforce.com support.
* Worked in Cross Functional team environment with expertise in Onsite and Offshore co-ordination activities.
* Awarded for exceptional Customer Relationship Management (CRM).

**Environment**: Salesforce.com CRM Application Platform, Custom Objects, Tabs, Page Layouts, Workflows, Approval Processes, Email, Messaging, Dashboards, Reports, Chatter, Rational unified Process (RUP), Requisite Pro and Windows.

## Swiss re

**Feb 13 – May 2015 Business Analyst**

## Responsibilities:

* Designed and executed strategies for increasing usability and integration of Swiss re system, determine requirements, and plan end-user training and support through deliverables like Vision and Scope Reports, Requirements Work Plans, Business Requirements Documents, Use Cases, Process Flows, UML diagrams, Technical Specifications and Functional Design Documents
* Understood problem definition through meetings with data architects, solution advisors and SMEs, Led JIRA management tools and effectively interacted with technical teams and Data Modelers to define Data Mapping documents and Design process for various Sources and Targets
* Led daily scrum, stand up, sprint planning, iteration meeting and sprint retrospectives meeting to develop formal documentation, frameworks/templates and standardizations the IT end to end processes, to store in SharePoint
* Ensured clean and accurate documentation that included aspects such as business requirements, client requirements, and technical specifications, and wrote findings in form of Tableau reports and carryout routine testing of software patches; assist with new releases and approve all User Acceptance Testing
* High interaction and coordination with underwriting, near-shore/off-shore support, and other functional areas such as Products, Finance, Claims, and Policy Processing
* Demonstrated Integration concepts around SOAP/REST, System Analysis, Data Mapping exercises with UML concepts, Sequence Diagrams, Use Case diagrams to handle client queries and changes in the specifications during the deployment process and post go-live.
* **Technologies Used**: Microsoft Office, MS-Visio, MS-BI, SAP BI/BO, SQL, JIRA, Use Case diagrams, Oracle, Toad, Tableau.