Professional Summary

* 8+ years of IT experience including 5 years in Salesforce.com Business Analysis, Systems Administration and Quality Assurance
* Salesforce.com certified administrator
* Comprehensive experience in all stages of the SDLC in both Agile and Waterfall models
* Expertise in Requirements Gathering, Analysis, Project Documentation, and acting as liaison between business and technical teams
* Proficient in creating Business Requirement Documents, Functional Specification Documents, Use Case Diagrams, Sequence Diagrams and Activity Diagrams prototypes, wireframes, and storyboards
* Experience working with global cross functional teams and coordinating with SME’s and stakeholders (Onsite/Offshore model)
* Hands on experience in conducting JAD sessions with end-users, SMEs, Developers, QAs and other stakeholders for project meetings, walkthroughs and customer interviews.
* Experience in analyzing CRM business processes including Forecasting, Campaign Management, Lead Management, Role Hierarchy, Territory Management, Order Management, Account Management, Case Management
* Proficient in creating Roles, Profiles, Page Layouts, Record Type, Assignment Rule, Workflow Alerts and Actions, Reports, Dashboards, Outbound Messaging, and Approval Workflows.
* Proficient in designing of Custom Objects, Custom Components, Custom Fields, Role Based Page Layouts, Custom Tabs and Custom Application
* Strong exposure to Security and sharing rules implementation at object, field, and record levels

Technical Skills

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| --- | --- |
| Salesforce.com | Standard/Custom Objects, Workflows and Approvals, Apex Classes/Controllers, Apex Triggers, VisualForce Pages, Data Loader, Reports, Dashboards |
| Languages | Apex and VisualForce (Salesforce), SOQL, SOSL, HTML |
| Databases | SQL Server 2005/2008, MS Access, Oracle9i, Oracle 10g |
| Microsoft Tools | Office, Excel, PowerPoint, Project, Visio |

Professional Experience

**T.Rowe Price October 2017 – Till Date**

**Salesforce Business Analyst**

* Worked in project as a Business Analyst to understand the business needs and objectives of the system and interacted with the end client/users and stakeholders.
* Worked in Agile Methodology.
* Facilitated in sprint planning and backlog review sessions.
* Worked with various Salesforce.com objects like Accounts, Contacts, Opportunities, Reports and Dashboards.
* Developed and configured various Custom Reports
* Performed User Acceptance Testing
* Perform Prod validations post deployment.
* Creating and managing profiles, roles, visibility settings.
* Developed various Custom Objects, Tabs and Components.
* Created page layouts, validation rules, email templates, workflows, approval processes and lead assignment rules as per the Business requirements.
* Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured sharing settings.

**Lexmark International, Inc. August 2015— September 2017**

**Salesforce Business Analyst**

* Worked with key stakeholders to define, document and implement various enhancements to Salesforce.
* Facilitated bi-weekly meeting with key users to document requirements and explore potential solutions.
* Worked in Agile methodology.
* Involved in Sprint planning and backlog review sessions
* Review business requirements with development, infrastructure, and testing teams to confirm understanding of business needs
* Manage successful implementation of deliverables into testing and production environments and troubleshoot issues when applicable.
* Provide support for marketing and sales team. Trained users on procedures and processes.
* Led the testing and the deployment phase for the successful implementation of the Salesforce project.
* Worked with various Salesforce.com objects like Accounts, Contacts, Leads, Opportunities, Reports and Dashboards.
* Customized page layouts for Opportunity, Contacts, and Accounts depending upon user roles, and groups.
* Configured various Reports and Report Folders for different user profiles based on the need in the organization.
* Performed User Acceptance Testing

**Monsanto November 2014—August 2015**

Salesforce Business Analyst

Salesforce.com Implementation

* Involved in project as a Business Analyst to understand the business needs and objectives of the system and interacted with the end client/ users and stakeholders, involved and gathered requirements for the integrated system
* Worked with project team in an agile environment.
* Attended scrum meetings to give an update on features assigned to me.
* Participated in various meetings and discussed Enhancement and Modification Request issues.
* Attended and facilitated weekly meeting to discuss progress and modification to plans due to change in business requirements.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Worked with various Salesforce.com objects like Accounts, Contacts, Leads, Opportunities, Reports and Dashboards.
* Implemented various custom configurations like Pick list, Custom Formula Fields, Validation Rules, Workflows, Field Dependencies and Approval process for automated alerts, field updates and email generation according to the requirements.
* Creating and managing profiles, roles, visibility settings.
* Developed various Custom Objects, Tabs and Components.
* Responsible in customization of sales cloud and service cloud.
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the needs in the organization.
* Worked with ETL team to Integrate Data from SAP to Salesforce Custom App.
* Used the sandbox environment for testing and assisted in deploying to production after testing.

Trigger Quest LLC November 2012—September 2014

Salesforce Business Analyst/Admin

Salesforce.com Implementation

* Involved in project as a Business Analyst to understand the business needs and objectives of the system and interacted with the end client/users and stakeholders, involved and gathered requirements for the integrated system
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Worked with various Salesforce.com objects like Accounts, Contacts, Leads, Opportunities, Reports and Dashboards.
* Developed various Custom Objects, Tabs, Components and VisualForce Pages and Controllers
* Responsible in customization of service cloud.
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the needs in the organization.
* Worked in HP Quality Center to log defects and track defects.

Fisher International, Inc. December 2010—October 2012

Salesforce Business Analyst/Admin

Salesforce.com Implementation

* Involved in project as a Business Analyst to understand the business needs and objectives of the system and interacted with the end client/ users and stakeholders, involved and gathered requirements for the integrated system
* Worked with various Salesforce.com objects like Accounts, Contacts, Leads, Campaigns, Reports, and Dashboards (Data Analytics).
* Worked on Standard objects such as Leads, Opportunities, Accounts, Contacts associated with Sales Cloud.
* Assisted the team in organizing information and navigation mechanisms for use with developing information architecture.
* Created page layouts, validation rules, email templates, workflows, approval processes and lead assignment rules as per the Business requirements.
* Created search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Creating and managing profiles, roles, visibility settings.
* Performed user acceptance testing by conducting and leading Surveys.

Standard Charted Bank September 2009—December 2010

Salesforce Business Analyst Chennai, India

Salesforce.com Implementation

* Created Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow and Approvals
* Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured sharing settings
* 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.
* Involved in the maintenance of the previous versions of the product by addressing bugs and client issues.
* Created unit test cases and coordinated change requests to drive the business requirements during Integration and Testing stages.

Online Automations April 2008—August 2009

Salesforce Administrator Hyderabad, India

Salesforce.com Implementation

* Worked with various Salesforce.com objects like Accounts, Contacts, Leads, cases, Assets, Custom Objects, etc.
* Worked on different applications like Sales, Call center, marketing, etc.
* Configured Account and Contact Management Process.
* Involved in creating and customizing Email template and configuring them to the email alert within the workflow rule for a standard/custom object.
* Created Custom Objects, Triggers, Controllers, Visual force pages, Custom Settings, Validation Rules, Reports, dashboards, etc. in Salesforce.
* Created Custom reports, dashboards, approval process, workflow rules etc., in Salesforce.
* Imported data using importing tools like Salesforce Data Loader and import wizard.
* Used Data Loader for insert, update, and bulk import or export of data from Sales force Objects. Used it to read, extract, and load data from comma separated values (CSV) files.

Education

Master of Business Administration in International Business from University of Bridgeport

Bachelors in Computer Applications from Kakatiya University