**Aridhi Sharma**

**Certified Salesforce Business Analyst | Certified Product Owner | Certified Scrum Master**

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**Professional Summary**

Certified Salesforce Business Analyst and Salesforce Product Owner with over 10+ years of experience in Salesforce CRM implementation, business process improvement, and stakeholder management. Proficient in gathering and analyzing requirements, building Salesforce solutions across Sales, Service, and Marketing Clouds, and translating business needs into technical requirements. Experienced Scrum Master with a strong background in Agile methodologies, leading cross-functional teams to deliver high-quality Salesforce products. Excellent communicator with a proven ability to drive collaboration between business and technical teams.

* Extensive experience in gathering Business/Functional user requirements, creating Use Cases as per user requirements, developing/designing UML diagrams such as Activity, Class, and Sequence diagrams in addition to creating Business Requirements Document.
* Extensive experience in data migration from traditional applications to Salesforce.com using Apex Data Loader Utility. Strong knowledge in customized Case Management with Escalation Rules, Workflow, Approval Process, Validation Rules,
* Experienced at building various custom reports, Report types with multiple objects and daily day to day Reports and Dashboards for Management.
* Proficient in all phases of Software Development Life Cycle (SDLC), which involves requirement gathering, requirement analysis, agile, functional design, implementation, and enhancement of projects in SalesForce.com.
* Hands on experience implementing Security/Sharing rules, configured permission sets, Field level Security, Record level Security, Profiles, Roles, and resource monitoring at different hierarchical level of Organization.
* Created the Validation Rules, Approval Process, workflows for automated lead routing, lead escalation and Email Alerts.
* Good knowledge in querying salesforce objects, using SOQL and SOSL.
* Mapped personal and professional caregiver networks with Salesforce Health Cloud.
* Worked on to prioritize tasks across all the patients’ needs with Health Cloud.
* Business Analyst with extensive of experience with solid understanding of business requirement gathering, documentation, business process flow and business process modelling.
* Extensive exposure to Software Development Life Cycle (SDLC) methodologies Expert level skills in interacting with Business users & Product Owners to analyse and understand the Business Process requirements.
* Hands On experience in creating salesforce communities and customizing communities.
* ﻿﻿Skilled in customizing standard objects like Accounts, Contacts, Opportunities, Products, Price books, Cases, Leads, Campaigns

as per client's need.

* ﻿﻿Experience in designing and implementing data migration/integration solutions for complex business needs.
* ﻿﻿Experience in configuring Salesforce.com by creating profiles, roles, users, custom objects, various types of custom fields, links, buttons, record types, Junction objects, master-detail relationships, lookup relationships, role based page layouts, custom Tabs, custom reports, Snapshots, Dashboards, security and sharing rules, Validation rules, email services, Chatter, Web-to-lead, Web-to-case, Email-to-case, Tasks and actions.
* Expertise in Salesforce Data Validation, Sales, Marketing, Customer Service and Support Administration.
* Implemented search, filtering, and tagging features on page layouts to make it easier for sales to locate relevant marketing content and documents in SalesForce.com CRM Content.
* Worked on integration of two instances using Apex REST API callouts and parsed JSON responses provided by third-party systems connected via REST inside Apex classes.
* ﻿﻿Experience in Database Design, Functions, Triggers, DDL, DML SQL queries.
* Hands on experience working and coordinating with Off-shore team throughout Product Development Lifecycle.
* Maintain internal backlog of feature requests using Agile/SCRUM practices, communicate status to end users; track and analyse issues for prioritization
* There is a constant focus on the delivery of the agreed project deliverables and benefits, including early implementation where possible.
* Master Jira and Confluence to ensure up-to-date documentation, with automation implemented to automate documentation where appropriate
* Spearheaded the implementation of Salesforce Inventory Management System, collaborating with cross-functional teams to gather requirements, design solutions, and configure Salesforce platform to meet business needs.
* Partner with Developers and Administrators to design, build, test, and deploy platform solutions for business stakeholders
* Understand & Document business needs, distinguish between needs and wants, identify gaps between business needs and standard application functionality, design and document solutions that fill the gaps, and provide detailed business or functional requirements for developers.

**Education**

* BTech in Instrumentation and Control from Kurukshetra University, 2008
* MBA in Marketing from Symbiosis, 2012

**Technical Skills**

* **Salesforce Technologies:** Salesforce CRM, Sales Cloud, Service Cloud, Marketing Cloud, Custom Objects, Apex, SOQL, SOSL, Dashboards, Reports, Data Loader
* **Agile Methodologies:** Scrum, Kanban, Jira, Confluence, Rally
* **Business Analysis Tools:** Visio, Lucidchart, Jira, Confluence
* **Testing Tools:** Selenium, Postman, SOAPUI, REST API
* **Project Management Tools:** JIRA, Azure DevOps, Microsoft Project
* **Integration Tools:** MuleSoft, Jitterbit, Informatica, AWS, REST APIs
* **Database Technologies:** SQL, Oracle, MySQL
* **CI/CD Tools:** Jenkins, GitHub, Azure DevOps
* **Other:** ETL, Data Warehousing, MS Excel, Power BI

**Professional Experience**

**Premier Healthcare Solutions Inc, Charlotte, NC March 2023 – Present**

**Sr. Salesforce Business Analyst/Administrator**

**Responsibilities:**

* Collaborated with business stakeholders to gather and document requirements for Sales and Service Cloud implementation.
* Developed and managed user stories and backlog in Jira, prioritized by business value.
* Led Scrum ceremonies, including sprint planning, daily stand-ups, and retrospectives, ensuring the team met sprint goals.
* Created process flow diagrams, use cases, and user stories to map out business processes and ensure alignment with technical solutions.
* Coordinated UAT sessions with stakeholders and end-users to validate Salesforce functionalities.
* Managed integrations with external systems using MuleSoft and ensured seamless data flow between Salesforce and ERP systems.
* Collaborated with development teams to design and configure Salesforce solutions, custom objects, reports, and dashboards.
* Tracked and reported project progress, velocity, and sprint metrics to stakeholders.
* Designed junction objects and implemented various advanced fields like Pick list, Custom Formula Fields, Field Dependencies, Validation Rules, Workflows, and Approval Processes for automated alerts, field updates, and Email generation leading to effective Web-to-Lead communication with customers and partner portals.
* Used SOQL & SOSL with Governor Limits for data manipulation needs of the application using Force.com Explorer.
* ﻿﻿Worked and implemented Salesforce 1 mobile Platform.
* ﻿﻿Developed Confidential Triggers, Confidential Classes and Test Methods using proper controls & syntax and experience in writing unit test cases.
* Experience with Managing the complex data Experience in Integrating App Exchange Applications with Salesforce, Informatica on Demand, Mass E-Mail Management, Application management using Force.com Plug-in & Eclipse IDE in Sandbox and Production Environments, Working with different aspects of Web Services (XML, WSDL, SOAP, REST) & web integration with SDFC.
* Created various custom Reports and Dashboards as per the customer requirements.
* ﻿﻿Worked on Record Types, Validation Rules, Triggers and Page Layouts.
* Involved in Salesforce Application Setup activities and customized the apps to match the functional needs of the organization.
* Integrated the SOAP and Rest based Web Services for extracting the data from external systems to display in the pages of salesforce.com.
* Provided support for ongoing Salesforce maintenance by reviewing trace logs, developing action plans and other administration services including periodic data cleansing, workflows and approvals.

**Pfizer – NYC, New York Sept 2021 – Feb 2023**

**Salesforce Scrum master / Product Owner**

**Responsibilities: -**

* Performed the role of Business Analyst/product Owner, interacted with various business user groups for gathering the requirements for salesforce.com CRM implementation.
* Worked on building reusable component from existing aura components, which has an ability to view a change request for outbound activities.
* Defined the product vision and roadmap for the Salesforce Field Service Lightning (FSL) implementation.
* Collaborated with key stakeholders to prioritize features and user stories in alignment with business goals.
* Managed the product backlog, ensuring that user stories were clearly defined, prioritized, and ready for development.
* Facilitated grooming sessions and sprint planning meetings with development and QA teams to ensure smooth delivery of features.
* Worked closely with Salesforce developers and administrators to customize and configure Field Service objects, flows, and automations.
* Oversaw end-to-end testing, defect management, and quality assurance for the Salesforce system, ensuring alignment with functional specifications.
* Trained end-users and provided support during the transition to the new Field Service system.
* Responsible for conducting Workshop and User Empathy sessions with Stake holders and business leads.
* Worked on Lightning migration for Salesforce Service Cloud using aura components.
* Designed and automated quote and contract generation workflows using Salesforce CPQ, streamlining the sales process and ensuring accuracy and consistency in customer-facing documents.
* Streamlined the entire Quote-to-Cash process by integrating Salesforce CPQ and Billing, enabling a cohesive flow from quote creation to contract management and invoicing.
* Diligently worked with SalesForce.com consultants while implementing the solutions for the requirements.
* Worked with Release management teams for the required approvals for deployments and access.
* Translate the business and user requirements into system requirements.
* Customized tabs among different business user groups and business centres.
* Managed and maintained the product catalog within Salesforce CPQ, ensuring accuracy of product configurations and options available for quoting.
* Facilitated telehealth initiatives by integrating video conferencing and virtual care capabilities within Health Cloud
* Developed pricing strategies and approval workflows within Salesforce CPQ, optimizing pricing structures and ensuring adherence to company policies.
* Integrated Salesforce CPQ with billing systems (such as Salesforce Billing or third-party billing solutions), facilitating seamless data flow and synchronization between CPQ and billing processes.
* Worked in all stages of Software Development Life Cycle (SDLC) i.e., Systems Analysis, Design, Development, and Testing.
* Provided the training to the internal business users to use the application and develop their own custom reports.
* Spearheaded the implementation of Salesforce Inventory Management System, collaborating with cross-functional teams to gather requirements, design solutions, and configure Salesforce platform to meet business needs.
* Experienced in working with Agile (Scrum) methodology for product development in short sprints.
* Ensured Health Cloud configurations complied with healthcare regulations, such as HIPAA and GDPR, and maintained data privacy and security.
* Involved with Salesforce.com Premier Support and handled the support cases with the help salesforce.com support.

**Merck & Co. - Kenilworth, NJ Mar 2020 – August 2021**

**Business Analyst/Product Owner**

**Responsibilities: -**

* Gathered and analysed business requirements for Salesforce Financial Services Cloud (FSC) implementation, working closely with the finance and sales teams.
* Conducted workshops and interviews with stakeholders to understand business processes and mapped them to Salesforce capabilities.
* Documented business process flows, requirements, and functional specifications for system enhancements and customizations.
* Collaborated with the Salesforce development team to design and configure FSC functionalities, including Lead Management, Opportunity Management, and Reports.
* Created training materials and conducted end-user training for the finance team.
* Led UAT efforts, developing test cases and coordinating test execution to ensure system quality and performance.
* Managed integrations between Salesforce FSC and external financial systems using MuleSoft and API connectors.
* Involved in Creation of Test Data for all the business rules of all projects in QA as well as in UAT environment.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail.
* Experienced in creating Lightning pages inside Lightning Community Builder.
* Worked closely with Sales Cloud and Service Cloud team to identify prospective users and creation of Case when User tries to use any self-serve features and faces issues with existing system.
* Conducted training sessions for sales teams and provided ongoing support, enabling users to effectively utilize Salesforce CPQ and Billing functionalities.
* Identified opportunities for process improvement and optimization within Salesforce CPQ and Billing, leading enhancement projects and implementing best practices.
* Worked on SFDC Sales Cloud, Service Cloud to enhance and track CRM capabilities.
* Developed and configured Dashboards, Ad hoc Reports and Report Folders for different user profiles based on the need in the organization.
* Developed SFDC Customized Reports, Dashboards and Processes to continuously monitor data quality and integrity.
* Implemented Sales cloud and incorporated the enhanced features as required to streamline the business process.

**Johnson & Johnson**, **New Brunswick, NJ Dec 2018 – Feb 2020**
**Business Analyst/Product Owner**

**Responsibilities: -**

* Led the implementation of a new PLM system to streamline product development and regulatory compliance.
* Worked with R&D and regulatory teams to gather and document system requirements.
* Conducted gap analysis between existing systems and new PLM software.
* Collaborated with technical teams to define system architecture and integrations.
* Led requirement workshops and JAD sessions with stakeholders to validate requirements.
* Created cases, process models, and business rules documentation.
* Managed the product backlog, ensuring timely prioritization and feature delivery.
* Defined key performance metrics to measure project success.
* Facilitated end-user training sessions and developed training materials.
* Managed relationships with external vendors and ensured timely delivery of solutions.
* Conducted system testing and coordinated UAT to ensure a seamless rollout.
* Provided support for post-implementation troubleshooting and issue resolution.
* Ensured compliance with regulatory requirements for pharmaceutical product development.
* Led post-project evaluations to identify areas for improvement.
* Delivered the PLM system on time, reducing product development cycles by 25%.

 **Emerson Export Engineering Center, Pune Nov 2012 – Dec 2014**

**Senior System Engineer**

 **Responsibilities: -**

**Pre Order Stage :**

* Provide technical support to Sales team, representatives, proposal and execution team of Integrated System.
* Work closely with direct sales team to promote and deliver innovative and differentiated industrial solutions to customers worldwide.
* Work closely with global team resources to support project quotations. Ensure all offers reflect customer needs and in compliance to the specification, are competitively priced and are submitted on time.
* Work closely with all Emerson Process Management Business Units and maximize pull-through content in projects and Key Accounts; promote the business benefits of PlantWeb & Wireless to customers
* Providing service and information to win customer orders with the goal of exceeding customers’ expectations and securing loyal business partners.
* Ensuring that all costing data is available and up to date at all times to enable quicker proposal responses.
* Attending techno-commercial meetings (KOM) with customers as and when required.

**Execution Stage :**

* Reviewing and approving Purchase Order and Terms and Conditions.
* Reviewing and approving Project Documentation (GA Drawings, material certs, quality procedures etc).
* Coordination between Third party Inspectors and Emerson factory team.
* Technical recommendations and Buy-Out Specification.
* Preparation of complete set of documentation

 **Honeywell Automation India Ltd, Pune July 2008 – Nov 2012**

**Senior Project Engineer**

**Responsibilities: -**

* Handle complete North account for both Direct and Indirect (Channel Partners) Customers.
* Promoting Honeywell Transmitters & other products through product presentation & demonstrations.
* Support to sales on product positioning and promotion.
* Rolling out product updates & competition data to Sales & Channel Partners.
* Market cost analysis, releasing of price list, seeking volume discounting, negotiating with third-party Vendors, providing pricing support to Sales to win large orders.
* Identifying product gaps & giving timely feedback to product development team to face competition & market Challenges.
* Training and educating Sales team & Channel Partners on products features, new product launches.
* Tender bidding and documentation of various PSUs like EIL , IOCL , BHEL.
* Regular Customer visits for both technical and commercial meeting.
* Maintaining database of the datasheets for different models of all the transmitters and products.
* Techno-commercial evaluation of quotations of field instruments from various suppliers.
* Inspection of various field Instruments at vendor’s works/at our stores.
* Technical support to the commissioning department.
* Co-ordination with suppliers from enquiry stage to till the order finalization & material follow-up as per required schedule of the project.
* Selection of material and preparation of datasheet as per application.
* Data Sheet Preparation and evaluation as per clients’ requirement
* Regular updates to the customer in the form of progress reports, Gantt charts, bar charts etc.
* Preparation of complete documentation such as Project Dossier, Instrument Schedule, Bill Of material hook-up, QAP’s, and Data sheet, IO list.