**Diksha Kumar**

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**SALESFORCE BUSINESS ANALYST**

**SUMMARY**

* 8 years of experience as a **Salesforce Business Analyst** with solid understanding of **Business Requirement Gathering, Business Process Flow, Business Process Modeling**
* Highly skilled in eliciting user requirements and translating them into data, functional, and usability requirements.
* Demonstrated ability to work enthusiastically in different phases of **Software Development Life Cycle (SDLC) using Rational Unified Process (RUP), Agile (SCRUM)** and **Waterfall methodologies.**
* Highly skilled in **Salesforce.com (SFDC**) administration and implementation.
* Experience working across various **SFDC implementations** covering **Sales cloud, Community Cloud, Service Cloud.**
* Experience in implementation, configuration, design, analysis and understanding of **SFDC CRM** Application
* Proficient in using **Agile Scrum methodologies**, participated in the **sprint planning, daily scru**m, retrospective meetings and demo.
* Experience on **Salesforce CRM platform** Worked on different environment of **SFD**C such as **Sale**s and **Service Clou**ds
* Experience in **conducting GAP, SWOT, Root cause, Feasibility study, Impact analysis, Risk** Analysis, and As-Is and To-Be business analysis.
* Extensive knowledge of Salesforce.com implementation cycle in **Sales, Marketing, Service** and support modules.
* Worked on creating the **UML** diagrams for Business Process Modeling which includes Use case diagrams, Sequence diagrams, Activity diagrams using **MS Visio** and **Star UML** to demonstrate the business process flow.
* Experience in SFDC Integration using **Web Service** and **Apex Programming, Salesforce.com Marketing Cloud, Sales Cloud, Service Cloud expertise.**
* Ability to independently perform implementation, documentation, testing and updating as it relates to the Salesforce business requirements.
* Expert in **Salesforce Sales cloud and Service cloud** implementation
* Strong qualifications in Business Process Re-engineering, Project Management, object-oriented analysis (**OOA).**
* Design and review of various documents including the Software Requirement Specifications **(SRS), Business requirements document (BRD**), **Use Case Specifications, Functional** **Specifications (FSD), Systems Design Specification (SDS**), **Requirement Traceability Matrix** **(RTM**) and testing document

**TECHNICAL SKILLS**

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| --- | --- |
| Methodologies | Agile, Waterfall, UML, SDLC, Scrum, RUP, V-shape modeling |
| **SFDC Tools** | Eclipse, Force.com IDE, Sales Cloud, Service Cloud |
| **RDBMS** | Microsoft SQL Server, Oracle 11g, Oracle 11i, Microsoft Excel, MS Access |
| Change Management Tools | Rational Clear Quest, Rational Clear Case |
| Business Modeling Versioning Tools | S VISIO, Visual Paradigm, Rational Rose; Rational Requisite Pro, Rational Clear Case, IBM Curam Universal Access |

**PROFESSIONAL EXPERIENCE**

**AAA, Hamilton NJ Feb 2019- Till Date**

**Salesforce Business Analyst**

**Responsibilities**

* Performed **Gap Analysis** and analyzed the current and target system architectures and created gaps/differences document listing impacted audience and **LOB**
* Worked on **SFDC Sales Cloud** and **Service Cloud** to enhance and track **CRM ca**pabilities.
* Worked on SFDC Configuration Setups for **Profiles Data Management, Collaboration, Access Management.**
* Created and maintained **Use Cases** and **Work Flows including Activity Diagrams** and Sequence Diagrams using **MS Visio**
* Participates in **User Acceptance** testing of new enhancements to the Salesforce platform
* Documented **BRD, FRD, Meeting Minutes, application Documents, FAQs** Training Manuals
* Facilitate meetings with **SFDC stakeholders** to support and analyze new business processes
* Analyze data migration from Legacy systems and legacy data elements mapping to **SFDC.**
* Involved in enterprise Service Cloud implementation using Salesforce
* Responsible for gathering and preparing detailed business requirements for the anti-money laundering (**AML**) and (**KY**C) application.
* Experience in performing smoke test in salesforce and other integrated environments.
* Further interacted with **Business Users** and **Subject Matter Experts SMEs** and then created Business Requirement, Functional and Non-Functional Requirements Documentation
* Worked with business and project stakeholders to evaluate business needs and elicit project requirements
* Performed **Gap Analysis** to check the compatibility of the existing AS-IS system infrastructure with the new **TO-BE** business requirements
* Configured **SFDC using Workflows, Process Builders, Validation Rules, Reports Dashboards**, Customer
* Created and documented Salesforce application requirements by working with end users and key stakeholders.
* Implemented the requirements on **SFD**C platform and Force.com
* Prepared business requirements specifications and functional system specifications for usability enhancements, alert workflow and new **AML** detection scenarios
* Working on change management with end-users related to new capabilities being developed or on-going changes to the **Salesforce platform**
* Worked with stakeholders from different departments like **AML, Regulatory Relations, Compliance,** Data Governance and Operations to gain in depth knowledge of their issue portfolio
* Managed and supported Salesforce integrated applications related to field services, licensing, and customer support.
* Performed Gap Analysis to check the compatibility of the existing **AS-IS** system infrastructure with the new **TO-BE** business requirements

Environment: Rational Rose, Rational Requisite Pro, Clear Quest, BO, Informatica, Clear Case, VB 6.0 Java Scripts, Agile, Performance Studio, SQL, MS-Project, MS-Visio, Waterfall, MS-Office, HTML, XML, Active Server Pages

**TD Bank, Neptune, NJ Sep 2017- Jan 2019**

**Salesforce Business Analyst**

**Responsibilities:**

* Facilitated **JAD sessions** with end users, development and **QA teams**. Prepared Use cases and Activity flow diagrams and Work flow diagrams, considering the scope of the project with M**S VISIO.**
* Manage, and execute on Salesforce configuration projects of varying complexity to ensure the smooth operation of our day-to-day function.
* Provide **SFDC solutions** to meet client needs including design, configuration, and testing activities.
* Created **Use Cases, Work Flows**, and **Screen Shots** for the Application. Developed Domains, and Analyzed object models, including business and solution views.
* Involved with **Salesforce.com** Premier Support and handled the support cases with the help salesforce.com support.
* Developed the business and functional requirements specification, describing and prioritizing the requirements.
* Worked with various **SFDC objects like Accounts, Contacts, Leads, Campaigns, Reports**, and Dashboards.
* Implemented and customized **Salesforce customer relationship management (CRM**) for **Marketing, Sales** and **Case Management** also implemented sales cloud and service cloud to improve customer retention and service delivery process improvement.
* Worked on **SFDC Sales Cloud, Service Cloud** to enhance and **track CRM capabilities**.
* Creation and maintenance of reports to support the business in Salesforce
* Monitored the global capital markets for portfolio growth opportunities using fundamental and technical analysis.
* Worked closely with Business Users to enable business process using **SFDC.**
* Performed Quality Check and Random Sample Statistical Analysis to ensure accuracy and correctness **of Bloomberg Data.**
* Monitored cash management activities associated with cash movements, payments, and **FX processing (Swift, CHIPs and Fedwire processing), enabling same day settlement.**
* Conducted and enhanced due diligence of Business Banking customers identified as requiring further analysis and risk determination based upon K**now Your Customer (KYC) /AML standards.**
* Managed new releases of **SFD**C and efficiently roll out new features.
* Implemented and customized Salesforce customer relationship management (**CRM**) for Marketing, Sales and **Case Management** also implemented sales cloud and service cloud to improve customer retention and service delivery process improvement.
* Strategic planning of Asset Management programs to improve efficiency, create value, and ensure company goals are met.
* Experience in **SFDC Integration** using **Web Service** and **Apex Programming, Salesforce.com** **Sales Cloud, Service Cloud expertise**.
* Handle daily maintenance tasks associated with **Salesforce.com**
* Responsible for scheduling meetings with users and stakeholders to identify problems, resolve issues and improve the process to ensure a stable and accurate solution.
* Worked in Cross Functional team environment, served as a liaison between **SME , Project Manager,** and stakeholders to ensure accuracy in the **SFDC** implementation and other business requirement.
* Directly involved in discussions with financial engineers as well as traders on the Fixed Income Trading Desk to conceptualize their needs.
* Worked on various **Salesforce.com** standard objects.
* Liaised with developers and users to clarify specifications as necessary.
* Involved in developing test case objectives to ensure accurate depiction and computation of risk of the securities, reported errors to the appropriate team.
* Created UML diagrams like **Use Cases, Activity Diagrams, State Chart Diagrams, and Sequence Diagrams using Rational Rose**

Environment: Rational Rose, Rational Requisite Pro, Clear Quest, BO, Informatica, Clear Case, VB 6.0 Java Scripts, Agile, Performance Studio, SQL, MS-Project, MS-Visio, Waterfall, MS-Office, HTML, XML, Active Server Pages

**Wells Fargo, Charlotte NC Nov 2015-Sep 2017**

**Salesforce Business Analyst**

**Responsibilities**

* Worked with the user group for requirement gathering as a **Salesforce Business Analyst** throughout the planning and implementation.
* Implemented the requirements on **Force.com platform for booking of TV commercials and execution of client campaigns**.
* Created new user accounts and assigned profiles as per their role in role hierarchy.
* Customized page layouts for **Standard/Custom objects** and assigned Record Types.
* Created Data Validation rules and formulas as per business requirement.
* Worked with various **Standard objects** like Accounts, Contacts, Leads, Cases, Campaigns, Reports, and Dashboards.
* Created Workflow Rules to automate Tasks, **Email Alerts, Approval processes**, Field Updates, time-dependent actions, Lightning Process Builder, Outbound API Messages, and used Email templates in HTML/Visual Force.
* Created Reports and Dashboards to track Opportunity pipeline/Stages for Management visibility.
* Performs system administration functions such as user management (profiles and roles), field and **validation rule configuration, record types, picklists, page layout management**, mobile setup, data management (uploads), folder management, and public groups, as well as other configuration items.
* Designed various Webpages in Visual Force for capturing various customer enquiries and Implemented logic for migrating cases to different queues based on the type of customer enquiry.
* Responsible for all the activities related to configuring **Data Loader**, uploading data in CSV files into Confidential, checking for the correctness of the data.
* Help users with Chatter teams/Groups and follow application as well.

**Environment:** Salesforce.com Platform, Data Import Wizard, Data Loader, Workflow & Approvals, Process Builder, Reports & Dashboards, Custom Objects, Custom Fields, Custom Tabs, Data Security, Email Templates, and Chatter

**Walmart, Bentonville, AR Aug 2013-Oct 2015**

**Salesforce Administrator**

**Responsibilities**

* **Created several Work flows, Approval processes, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow & Approvals which are needed in different stages of actual quote processing.**
* **Developed email templates which pulls all the data from the customer record.**
* **Created various Custom Objects, Custom Fields and Record Types.**
* Participated in cross-functional teams to address strategic and operational issues surrounding **CRM** and **salesforce instance.**
* Performed administrative tasks - creating **Users, Profiles, Roles, Permission Sets, Page Layouts, Record** Types and configured sharing rules based on Organization role hierarchy.
* Used Data Loader for insert, update and bulk import or export of data from **Sales force Objects**.
* Created **Workflow Rules, Page Layouts**, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow & Approvals.
* Worked on various salesforce.com **standard objects** like Accounts, Contacts, Leads, Campaigns, Opportunities, Quotes, Activities, Dashboards and Reports.
* Created **custom Reports** based on business need and associated them to Dashboard.
* Customized Company Profile, Security Controls and Communication Templates of the organization as per the organization requirements.
* Involved in Security Levels and privileges by customizing **Salesforce.com Profiles and Roles**.
* Used the Sandbox for Testing and migrated the deployment instance after testing.
* Prepared training material and trained salesforce.com business users.
* Imported data into Salesforce using Data Loader
* Added **Organization-Wide Email** Addresses to all the applicable email alerts.
* Assisted in managing the School’s Office 365 SharePoint site collection, carry out site customization, create validation and field update workflows using SharePoint Designer

**Environment**: Saleforce.com platform, Apex Language, SOQL/SOSL, Reports, Custom Objects, Sandbox, Force.com IDE, MS Excel and PowerPoint.