**Summary:**

As an IT application leader with 14 years of experience, I leverage my Salesforce expertise in CRM and SaaS solutions to deliver comprehensive implementations, configurations, customizations, integrations, and optimizations. My goal is to drive innovation and business growth. I am seeking an opportunity to utilize my business analysis skills, Salesforce solutions expertise, and team management expertise to contribute to the achievement of strategic goals and enhance the customer experience at your organization.

**Certifications:**

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| --- | --- |
| * Certified Salesforce Administrator * Certified Experience Cloud Consultant * Certified Associate | * Certified Service Cloud Consultant * Certified AI Associate |

**Skills & Competencies:**

* **Operational**: Requirements Analysis, Process Optimization, Design Solutions
* **Salesforce Platform**: Salesforce Sales Cloud, Service Cloud, Experience Cloud, Marketing Cloud, Commerce Cloud, Einstein Analytics, Salesforce CPQ
* **Integration**: Salesforce REST/SOAP APIs, Salesforce Connect, Middleware (MuleSoft, Informatica)
* **Data Management**: Data Architecture and Modeling, Data Migration Strategies, Workbench
* **Security**: User Authentication and Authorization, Shield Platform Encryption, Field-Level Security
* **Transferable Skills**: Strategic Planning, Project Management, Relationship Building, Continuous learning, Mentoring, Collaborating, Risk Management, Decision Making

**Professional Experience:**

Lead Business System Analyst

UKG, Lowell, MA (04/2016 – Present)

* Led a project team (3-4 members) to deliver Knowledge migration (16k records) and Case conversion (4.5 million records) adding to the success of Ultimate and Kronos merger.
* Collaborated with Coveo team members on the successful rollout of the Search feature to the ADP community for 700+ users.
* Headed a project team (2-3 members) to migrate from Salesforce Classic Notes and attachments (1.5 million records) and Knowledge articles (70k records) to Salesforce Lightning.
* Mentored and developed junior team members' skills in eliciting and documenting quality business requirements, resulting in improved efficiency and effectiveness.
* Developed and maintained a detailed understanding of solutions in the Community & Trust space, ensuring alignment with business goals and priorities.
* Implemented Service Cloud and Community Cloud.

Salesforce Consultant

Client: Delta Faucet, Indianapolis, IN

Azhvas Inc, Iselin, NJ (04/2015 – 04/2016)

* Managed a small team (3) and coordinated with 4 business partners towards the successful delivery of Service cloud implementations.
* Designed and crafted strategies for Case management, assignment rules, entitlements, etc.
* Successfully migrated data to Salesforce 2 million Accounts, 6 million contacts, and 9 million cases.
* Played a key role in the rollout of new enhancements for Customer Support features.

Salesforce Consultant

Client: VMware, Palo Alto, CA

Advantage Resourcing, Norwood, MA (12/2014 – 04/2015)

* Spearheaded the development of a capability roadmap for Sales & Channel functions in collaboration with Business Transformation Analysts (BTA) and Subject Matter Experts (SMEs), ensuring alignment with strategic objectives and business priorities.
* Successfully built proofs-of-concept (POC) for potential innovative solutions and technologies, demonstrating feasibility and value to stakeholders and decision-makers.
* Managed relationships with 6 business teams to gather requirements, provide technical support, and incorporate new solution features, fostering collaboration and ensuring customer satisfaction.

Salesforce Consultant

Clients : HP Palm, Sunnyvale, CA and RSA, Bedford, MA

Enterprise Solutions Inc, Naperville, IL (08/2010 – 12/2014)

* Guided discovery workshops, which included the facilitation of large audiences, solution presentations, and prototype demonstrations.
* Oversaw the workload of an offshore team consisting of 15 members.
* Documented business requirements, process, and functional requirements
* Implemented potential solutions to address client needs, with estimates provided for preferred solutions.
* Directed improvements on the Lead, Partner Relationship Management (PRM), and Case Management processes by creating record types specific to the user groups, assignments rules, escalation rules, workflow rules, and actions.
* Designed data model, manipulated, cleaned, & processed data using a workbench and data loader
* Partnered with cross-functional teams.
* Created test cases and authored test scripts using HP ALM (Application Lifecycle Management), ensuring comprehensive test coverage and alignment with business requirements.
* Led end-to-end testing and coordinated test execution, defect management, and resolution to ensure system readiness for deployment.
* Conducted User Acceptance Testing (UAT), working closely with business users to validate system functionality, identify issues, and ensure user satisfaction and readiness for production deployment.

**Education:**

Master of Business Administration (Management Information System)

California State University, Chico, CA

Bachelor of Computer Science and Engineering

Dr, Babasaheb Ambedkar Marathwada University, Maharashtra, India