PROFESSIONAL SUMMARY

Successful Trade Promotion Management Solution and Salesforce professional with demonstrated track record in consulting. Excellent program, team and project manager. Skilled at mentoring staff, integrating ideas and customizing approaches to support specific means and goals. Forward-thinking Functional Specialist bringing 4 years' expertise in Trade Promotion Management Solution Implementation for Consumer Goods and Services sector businesses working for the one for the world's largest FMCG firm. Critical thinker able to cultivate rapport with individuals to optimize project goals and output, resolve complex problems and deliver innovative improvement strategies. Certified Salesforce Admin and great exposure to Einstein Analytics.

**PROFESSIONAL SKILLS:**

## Salesforce Professional Business Analysis Product Development

## Trade Promotion Management Needs assessments BRD

## Test Documentation Change Management Agile Practitioner

## Data Analysis Project Management Production Support

**TECHNICAL SKILLS:**

## SQL JIRA Q-test Salesforce Administration Einstein Analytics

## Power BI Integrations (API, XML, JSON etc)

**WORK EXPERIENCE:**

**SALESFORCE Functional Consultant- Trade Promotion Management & Retail Project for “UNILEVER” (Europe, Australia & North America)**

***December 2018 - Till date***

Working as a Business Analyst for Consumer Goods and Service for global leading FMCGs in Trade Promotion Management Domain and Salesforce ecosystem. Job profile deals with requirement gathering till implantation along with testing support following agile process.

* + Working closely with software development and testing team members to design and develop robust Salesforce solutions for TPM to meet client requirements.
  + Working on Salesforce Platform for designing the product that would give a long-term solution and value to the business. I always go for using templates for a functionality using Salesforce platform which can be configured as per the business needs based on processes, geography and inbound/outbound data flow. This gives an increased value to the business and reduce the development cost and time while rolling out the product globally.
  + Working closely with the business for creating the knowledge library for UAT and end user training facilitating change management, Requirement gathering for User stories and Application product.
  + Business understanding for FMCG projects and handling of clients from Europe, Australia , US .
  + Conducting workshop with different stakeholders for finalizing and maintaining RTM of all the requirements along with Overall management of BDR in defining the systems behaviour and expectations.
  + Configuring KPI’s (key performance Indicator) in Salesforce for TPM application.
  + Analysing system design and identified risk, areas of improvement and viability to meet product requirements.
  + Working as Project manager to conclude UAT along with different iterations for the project.
  + Working as a Product owner for the Application Integration to perform Gap Analysis and conducting decision making sessions with different stakeholders.
  + International experience in Australia for 1 month to successfully close UAT

**SALESFORCE Functional Consultant- Trade Promotion Management Project for “AB InBev” Europe**

***December 2017 – November 2018***

* + Became the SME for Accenture Cloud Trade Promotion Management functionality and framework for one of the world's biggest Consumer Goods and Services company. Worked on all the modules of the Trade Promotion Management closed loop generic cycle (Strategic Planning, Funds Management, Account Planning, Promotion Planning, Promotion Execution, Post-Event Analysis).
  + Analyzing data for the Reports to segregate important aspects in generating KPI required to create accurate reports and optimizing the inbound data of the application to the limit which can be withstand by Environment based on the Business needs using Power BI and Excel.
  + Setting up and maintenance of Integration models, Data Reconciliation and Post processing of Integration data for Data prep activities to be used in various stages of project lifecycle.
  + Configuration on Salesforce which includes User setup, workflows, relationships, templates, Salesforce Jobs and Error handling, data sets and Report’s Dashboards.
  + Experience in requirement gathering for Salesforce Einstein including Data sets, REST API, Lenses, replications, Einstein Dashboards and securities using Salesforce objects.

**SALESFORCE Functional Consultant- Trade Promotion Management Project for “P&G” Europe**

***February 2017 – November 2017***

* + Worked as Salesforce Integration lead in collaborating with various teams and providing functional solutions in handiness with Mule, AWS and Azure Integrations using SQL, understanding the usage xml, json for various Interfaces.
  + Testing REST APIs, SQL Database (Azure) for System Integration testing and end- to- end user experience.
  + Expertise in creating Mapping Documents for various Interfaces which are integrated to the system and maintaining the data base for the same.
  + Collaborated with various teams in creating E2E scenarios using “Hexawise” tool.
  + **International experience in Germany for 3 months to successfully close UAT and providing Training to the end users for cutover .**

**Education:**

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| --- | --- | --- | --- |
| **College/University** | **Course** | **Aggregate** | **Year of passing** |
| *Vellore Institute of Technology*  (VELLORE) | *B.Tech (Mechanical)* | CGPA- 8.17 | 2016 |
| Kendriya Vidyalaya no. 5 | CBSE Board 10th | *CGPA- 9* | 2010 |
| *Vidyasthali Public School* | *CBSE Board 12th* | *Percentage 77.2* | 2012 |

**Rewards and Certifications**

* + Certification in Salesforce Administration (ADM 201)
  + Internal certification for project domain (Trade Promotion Management for consumer goods)
  + Awarded twice Best Client Support for IG group

**Accomplishments**

* + Increased operational efficiency by 20% by optimising the data to be used in the reports.
  + Lead analyst for Einstein Analytics which involves client interactions, resolving data issues, fixing bugs and various test activities.
  + Developed detailed and well-received test plans, test cases and test scripts that became company standards for all phases including SIT, End-to-end, scrum test and post implementation testing.
  + Led weekly meetings among factory members to brainstorm and ask questions, enabling peers a venue to resolve issues quickly and effectively.
  + Trained all software developers on industry best practices and procedures, ensuring that everyone was knowledge of key processes and details regarding the projects
  + Performance Management: Successfully deployed complex end-to-end business intelligence solutions that delivered business value to functional organizations. Facilitated effective working relationships between client, partners and project teams throughout project life cycles.
  + System Integration: Established compatibility with third party software products by developing product that can be easily configured and can be integrated with any interface needed.

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| **Personal Information** | |
| * Name: Tarun Vaishnav * Gender: Male * Date of Birth: 21 March 1995 * Father’s Name: Mahaveer Prasad Vaishnav |
| * Mother’s Name: Santosh Vaishnav |
| * Nationality: Indian * Languages: English, Hindi * Address: 75/46 Shiprapath, Mansarovar, Jaipur, Rajasthan * Contact no.: 9587724702 |