**SOWJANYA**

**SUMMARY**

* Over 5 years of experience in Salesforce.com Administration and Functional Business Analysis.
* Experienced in Business Process Modeling, Business Process Improvement, requirement gathering, evaluation, analysis, Salesforce configuration, customization and Project Coordination across the project lifecycle.
* Created detailed Business Requirements Documents, Functional and Technical Specifications
* Exceptional understanding of business process analysis, requirement specification gathering, analysis and documentation.
* Expertise at all phases of Software Development Life Cycle (SDLC) and Software Test Life Cycle (STLC).
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Experience with various Salesforce.com standard objects like Accounts, Contacts, Opportunities, Products, Cases, Leads, Reports, and Dashboards.
* Created Reports, Dashboards, Page layouts, Search Layouts to organize fields, Custom Links, Related Lists and other components on a record Detail and Edit pages.
* 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.
* 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
* Expertise in Salesforce Data validation, sales, marketing and Customer Service and Support Administration.
* Strong knowledge in customized Case Management with Escalation Rules, Workflow, Approval
* Excellent communication, analytical, interpersonal, and presentation skills.
* Experienced working in Cross-functional teams, identifying business requirements and supporting sales/marketing.
* Involved in project 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.
* Lead planning meetings, analysis development, test inspections, and other project meetings throughout project life cycle.
* Great interpersonal and communication skills, focused, self-motivated, organized, quick learner and team oriented.

**TECHNICAL SKILLS**

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| CRM Tools | Salesforce CRM |
| Salesforce Technologies | Apex Class, Workflow, Validation, Approval Process, Trigger, Reports, Dashboards and Visual Force (Pages, Component & Controllers) Security Controls, Email Templates. |
| Salesforce & Integration Tools | ETL tools like Force.com Data Loader, Informatica and Cast Iron |
| Version Control Tools | ClearCase, Visual Source Safe |
| Requirements Gathering | Zen (AppExchange Apps), HP- Mercury Suite |
| Project Management | MS project |
| Reporting tools | SFDC Report Builder, Microsoft Excel, MS Access and Report Service |

**PROFESSIONAL EXPERIENCE**

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| **Stryker Corporation, Michigan Dec 2018 - Present** |
| **Salesforce BA /Administrator** |

**Responsibilities:**

* Administered execution of projects from initiating to closing.
* Prepared project proposals, project schedules, costing, UAT and pertinent documentations for the project such as Business Requirement Document and System’s Functional and Technical specifications.
* Involved in gathering business requirements through interviews, observations, and interactions with various teams.
* Led planning meetings and Joint-Application-Design (JAD) sessions with stakeholders.
* Worked with various stakeholders for detailed requirement elicitation.
* Analyzed and implemented corresponding Salesforce solution/application per business requirement.
* Implemented case management process and configured the Case and Solution object on the service cloud as per business need, capturing cases from website and emails.
* Created users, roles, public groups and implemented sharing rules to provide appropriate access to data.
* Used field level security to manage the visibility and accessibility of fields for various profiles.
* Developed workflow rules, tasks, emails and alerts to track Candidates and Accounts related activities.
* Created summary reports, matrix reports, and dashboards.
* Imported data from excel sheets to Leads, Accounts, Candidates, Recruiters, Contacts, and Projects using Import Wizard, and Data Loader.
* Created page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages.
* Classes, controllers and visual force pages, acquired new licenses and assigned toll free numbers.
* Used Data loader for all data adding, updating, and deleting, exporting data.
* Used Eclipse IDE for building scripts and deployment
* Documented Sales force fundamentals and reporting for easy understanding and navigation for business users
* Designed customizations and configurations of SFDC objects, page layouts, workflows, document templates, data fields, reports and dashboards according to the business need.
* Imported excel based customer information records in-to Accounts, Contacts and Cases using Data Loader and Import Wizard.

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| **Nationwide Insurance, Ohio Sept 2016 – Nov 2018** |
| **Salesforce BA /Administrator** |

**Responsibilities:**

* Experience in daily customer service through telephone and email communication.
* Provided basic, premier, and administrative level support for users of the Salesforce application.
* Conducted administrative duties which include working with C- level executives, system administrators, and end users to gather their business requirements then developing customized solutions to meet their needs
* Interacted with business operations, understand business model, involved in gathering requirements, communicated business process, translated needs into salesforce terms, developed data model, defined objects and relations.
* Performed complete analysis of existing systems in organization and corresponding business process for sales and marketing.
* Developed functional specifications document for Accounts and Opportunities module leading the business tracks.
* Defined Lead assignment rules based on Territory management rules.
* Responsible for product validations with business for accounts and opportunities.
* Conducted several technical design solutions meetings to sense possible difficulties that might arise for development team along with architects.
* Configured standard salesforce objects and custom objects as per business needs implementing validation rules and formula fields.
* Gathered requirements for all automation workflows as per business requirements and translated into salesforce business terms.
* Implemented approval process for deal registration process which involve several approvals from sales managers.
* Involved in requirements gathering for account assignment rules for account owner for various geographies and defined them using sharing rules.
* Involved in defining roles and profiles for internal users.
* Defined several workflows including creating tasks, email alerts, outbound messaging and field updates for accounts and opportunities module.
* Closely implemented the automated sales process with developers and responsible for getting product approval from business owners.
* Developed, documented, and executed test plans to assess the integrity and accuracy of business processes, module functionality setups and modifications, enhancements, customizations, and patches.

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| **Kantar Operations, India Sept 2016 – Nov 2018** |
| **Business Analyst** |

**Responsibilities:**

* Gathering and Documenting Requirements for Reporting or Data Requests
* Responsible for communicating with primary stakeholders and leadership in Work Force Management (WFM)
* Creating and maintained the Requirements Traceability Matrix (RTM).
* Researching issues or solutions using SQL Server Management Studio (SSMS).
* Utilizing Tableau visual analytics and best practices like performance improvement, dashboard structure, view orientation, sizing and layout, data emphasis, highlighting, color, fonts, tooltips, and of complex dashboards/reports.
* Closely worked with the Customer Relationship Management team (CRM): Salesforce
* Liaise between the EMR team, clinical customers, and information technology teams to increase modularity across all go-live projects.
* Developing cross tab, chart, line, and drill down through worksheets in Tableau.
* Working with RITE application (internal application for ERA) to create user stories.
* Worked as both Solution Analyst and developer to develop reports in SSRS.
* Analyze and dissect the functional requirements of Mobile Apps.
* Documented details of Mobile Apps Traceability, Test plans and Test cases.
* Created test plans and facilitated UAT testing.