FUNCTIONAL CONSULTANT SALESFORCE – BUSINESS ANALYST

Srilakshmi Pothireddy

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Professional Summary

❖ Overall 6+ years of Experience in IT Industry, **5+ years** of Experience in Business Analysis, consulting, documentation and UAT.

❖ A Salesforce Certified Business Analyst with experience in working on various tools/technologies. These include - Salesforce (**Sales Cloud, Service Cloud, Marketing Cloud and Communities Cloud**).

❖ Experience in technical architect role. Have designed and **architected SFDC/CRM applications**, data integrations, database schemas and reporting solutions.

❖ Having good experience in **Configuration** and good knowledge on **Customization.**

Work Experience

❖ Currently working with **Cognizant Technology Solutions** as a Functional Consultant designated as an Associate-Projects from **Nov 10 2021** to **till date.**

❖ **Fujitsu Consulting India Private Limited as** a Software Engineer and Business Analyst designated as an Assistant Application Developer from **Dec 2017** to till **Oct 2021.**

Education Qualifications

❖ **Bachelor of Technology in Computer Science and Engineering** from **KL University** in **2017** with an aggregate **CGPA 7.5**.

❖ **Intermediate** with percentage of **84.**

❖ **SSC** with percentage of **6.8**.

Skill Set

CRM: Salesforce CRM, Force.com, Sales Cloud, Service Cloud, Marketing Cloud Consultant.

Methodologies: Agile, Hybrid, Waterfall

Functional Expertise:

- Requirement Gathering & Analysis
- Process Flows & Process Mapping
- Detailed Functional Design & Fit-Gap Analysis

Tools for Requirements Clarity: JIRA, Agile Accelerator, Copado

Business Process Modelling Tools: MS VISIO, Enterprise Architect

Industry Experience: Life Sciences, Healthcare and BFS

Technical Skills: Salesforce Configuration, Service Cloud, Sales Cloud, work bench.

Certifications

- Salesforce Certified Administrator
- Salesforce Certified Business Analyst
- Salesforce Certified Sales Cloud Consultant

Project Details

1. **HOLOGIC, USA**

Environment: Salesforce.com Platform, JIRA

Roles and Responsibilities:

Lead Business Analyst

- Lead Business Analyst responsible for implementing a **Complaint Management** Solution across North America and EU using Salesforce Platform, Service Cloud and **Sales Cloud**
- Documented **Business Requirement Document, Functional Requirement Document, User Manual** and Created **User stories,** and **Requirement Traceability Matrix** documents
- Led **requirement gathering**, analysis, mapping, and **functional design** processes
- Responsible for interacting directly with business stakeholders and **Business Analysis**
- Created the Custom fields, Custom objects, **Page Layouts**, Record Types, **Reports and Validation rules** as per the requirements

2.OCE (Orchestrated Customer Engagement)

Environment: Salesforce.com Platform, Agile Accelerator, JIRA, MS VISIO, Enterprise Architect

Roles and Responsibilities:

Functional Consultant

- Defined and documented business requirements such as Business **Requirement Document** (BRD), **Functional Requirement Document** (FRD), **Technical Requirement Document** (TRD) for customer engagement initiatives
- Conduct **gap analysis** and identify areas for process improvement, Monitor and report on project progress and outcomes
- Responsible for Solution Design, Integration and Testing, Data Management, **Workflow** and process Definition, **User Adoption and Training**, Solution Optimization
- Played a crucial role in designing and implementing solutions that drive effective customer engagement and meet business objectives

3.Client : Nissan Finance (Australia)

Environment: Salesforce.com, HTML, Enterprise Architect, Agile Accelerator, Sales Cloud, Service Cloud.

Roles and Responsibilities:

BUSINESS ANALYST

- Responsible for directly interacting with the business, **capturing requirements**, **process mapping** and **functional design**
- Responsible for managing the **functional testing** for all modules, **sprint demos** and overseeing the defects raised during **UAT**
- Provided ongoing support and configuration for JIRA projects**, workflows, screens, fields, permissions,** and other administrative tasks
- Taken care of seasonal releases preparation steps on **sandboxes** and version-controlled new metadata, which came with new releases
- Involved in agile methodology analysis, design, development, testing, and **CPQ** design, mapping Salesforce custom objects, and assisting in **Advanced Workflow Approval**

4. PHILIPS (Netherlands)

Environment: Salesforce.com, Agile Accelerator, Sales Cloud, Service Cloud, JIRA, SOSL, SOQL, SCRUM.

Roles and Responsibilities:

BUSINESS ANALYST

- Responsible for Requirement Gathering, Business Analysis, Solution Evaluation, Requirements Documentation, Project plan
- Created Request for Proposal**(RFP)**, Request for Quotation**(RFQ)**, Request for Information**(RFI),** Business Requirements Document **(BRD),** Functional Requirements Document **(FRD) documents**
- Created Use cases, User stories, Process Flow Diagrams, Data Flow Diagrams, Test Cases, User Acceptance Criteria (UAC)
- Created list views, Reports, **Dashboards, Page layouts, Custom objects**, **custom fields, validation rules** and **Relationships** as per thebusiness requirements
- worked on Salesforce.com standard objects, configured workflow rules, and created **gap analysis reports**

Place: Srilakshmi
Date :