**Asad B. Mirza asadbmirza83@gmail.com**

**Salesforce Business Analyst**

**Summary:**

* Have 10+ years of IT experience and delivered end - to-end product lifecycle for Salesforce Products. I have experience in product discovery phase, creating Roadmaps, requirement gathering, user stories, process flows, prioritizing backlog, OKRs, groom delivery team and cross functional teams, engaging business team on blockers and escalations, communication, report product status, gap analysis, demo and educate users and launch of product and worked on Onshore - Offshore Model.
* Proficient in CRM business processes like Campaign management, Lead Management, Case management and support automation.
* Experienced working with various App exchange products or CPQ products like Salesforce CPQ, IBM sterling CPQ, APPTUS.
* Experienced using Salesforce Lightning UI. Created Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features. Excellent technical command to work with Agile project management tool like Rally and JIRA.
* Comprehensive experience in Requirements gathering and Business Processes management with a strong knowledge of Software Development Life Cycle (SDLC) using Waterfall, Rational Unified Process (RUP) and Agile methodologies.
* Functional experience with concentration on Use Case modeling using UML, Business Process Modeling, Data Modeling, Change Management, Technical Training, Software Development methodologies, QA testing, and Systems Testing of client server and web-based systems. Proficient in MS Office, Visio, JIRA, Balsamiq, Quality Center and SharePoint.
* Have data Warehousing technological experience in BI Reporting tool Cognos series.
* Proficiency in authoring Business Requirements Document (BRD), deriving Functional Requirements Document (FRD) and detailing into System Requirements Specification (SRS) Documents.
* Experienced in data warehouses and data marts for business intelligence reporting and data mining along with developing and documenting process flows for business processes.
* Experience with PMO techniques such as Rational Unified Process (RUP), Agile (Scrum) & Waterfall life cycle.
* Very Strong Excel Skills (Advanced-Expert skills a plus) - Experience building models using: macros, tables, pivot tables, v and h lookups, sum ifs, if/then statements. Experienced in tools such as SOAP UI, Oracle, TOAD, SOQL and SQL.
* Extensively worked with Quality Assurance Groups by assisting the QA team to develop test plans, build Test Conditions and Test Cases, create test data, and review it. Designing UAT test plans, schedules and handling the entire responsibility for UAT testing.
* Excellent oral and written communication skills with ability to communicate with all levels of management and team members.

**Work Experience:**

**Role: SalesForce / Sr. Business Analyst**

**Client: American Express - New York, NY August 2020 to Present**

Amex is global services that provide customers with access to products, insights, services and experiences that full fill customer needs and build business success. The objective of the system is to implement Customer Support activities like the Gift Card Activation, Reload, Refund, Case Management process and all other financial activities within Salesforce and leverage it to better streamline the business activities for efficient and easy maintenance of the application.

**Responsibilities:**

* Owned product implementations, product migrations, and DAM, as Salesforce Product Manager working cross functionally with internal and global stakeholders’ marketing, design, and engineering teams to fulfil project and product vision.
* Defined and measured product launch & product migration success throughout the launch process and Evangelized project vision with regional global partners and internal teams to ensure alignment and transparency to achieve goals and deadlines.
* As Product Owner Managed and Conducted Use Case (Business Process Design) development workshop sessions with business SMEs and End Users involving processes related to Confidential Global Ad Support Operations, and Account Management.
* Successfully customized SFDC interface Responsible for performing administrative functions in Salesforce CRM such as create/modify pick-lists and lookup fields. Configured the Contract management and revenue management with using of Apttus CPQ.
* Used Salesforce Lightning Inspector to debug the lightning components during the development process.
* Analyzed the existing BI contents and implemented best practices to support the smooth migration from one source system to other.
* End user reporting Handling supporting requirements by developing Reporting solutions on the Tableau and Cognos BI platform.
* Implemented SFDC CRM to deliver various reports in departments of Sales, Administration and Marketing etc.
* Administered and monitored the company's salesforce CRM application. Setup salesforce.com for all new users.
* Worked on Visualforce, Apex Code concepts including Classes, Test Class, Triggers, Batch Apex, Salesforce.com SOQL, SOSL, Web Services, and Security Model. Customized Service Cloud console using Salesforce Console Integration Toolkit.
* Worked on parsing SON/ XML data, encrypting and decrypting information using Crypto classes and mapping information to be used in Salesforce. Handling and processing bulk data, images and attachments on the visual force pages following FORCE.COM Programming best practices for better performance of the application.
* Project was implemented using the agile methodology to produce artifacts in the different phases of the Software Development Life Cycle (SDLC). Used the Waterfall and Agile Methodologies for software development.
* Involved in CPQ (Configure, Price& Quote) design and mapped to the Salesforce custom objects and involved in Apttus Advanced Workflow Approvals.  Developed stored procedures and functions using SQL/PLSQL.
* Also developed a (UAT) User Acceptance Testing plan to guide a select group of key end-users in testing the user interface and functionality of the application. Involved in migrating from salesforce classic to Lightning.

**Role: Salesforce. Business Analyst  
Client: USAA - San Antonio, TX June 2017 to July 2020**

**Project 1:** The Project was a web based application, developed to meet the on-line insurance requirements of the customers. Through the web portal, customers can access the insurance claim information, view and pay premium, select and buy plans and manage personal and account information. The project included identification of business system needs of the insurance business including P&C line of business, under writing, servicing of policies, claims and billing processing.

**Project 2:** I worked on a project integrating the existing call center associates interface PICK with the advanced capability called FrontRange to make the user interface more user friendly. This major project was split into three different phases to come up with short business benefits. In the first phase Avaya telephony system was upgraded to the FrontRange CRM soft phone system. As a business analyst I worked as liaison between the business and technology and came up with the Functional Requirements Document and for the same project I also worked on a separate project for the Disaster recovery to come up with an alternative solution in case of failure of newly built system.

**Responsibilities:**

**Project 1.**

* Worked on UAT testing and took signoff from the Commercial line of Property & Casualty business users.
* Have sizeable adequate hands on exposure in Workers Compensation, Commercial Insurance as well as Property & Casualty Insurance & its various intricacies. Led end to end mapping process of commercial property line of business for client product.
* Worked on Commercial lines Property and Casualty Insurance including both policy and claim processing and reinsurance.
* Used MS PowerPoint for preparing dependencies for different Business Requirement Documents and also for diagramming flow charts. Worked with SDLC for the purpose of evaluating the costs and also for setting up targets for the completion of project.
* Managed General Liability, Commercial Property, Commercial Package, Commercial Auto and Workers Compensation policy lines
* Worked extensively with the QA team for designing Test Plan and Test Cases for the User Acceptance testing (UAT) and also conducted war-room sessions and Triage calls when needed.  Worked for Request for Proposal (RFP), Request for Information (RFI).

**Project 2.**

* Responsible for, Business Requirement Document (BRD), Technical Requirement Specification and Functional Requirement Specification (FRS) for the FrontRange project Phase I and Phase II.
* Worked on the IVR self-service application using Avaya Orchestration Designer and fine tuning the code according to the customer requirements. Used Salesforce Lightning Inspector to debug the lightning components during the development process.
* Implemented Quote-to-Cash solution using APTTUS CPQ. Good understanding of the Apttus CPQ.
* Create BI roadmap and overall Cognos infrastructure and reporting planning for the PeopleSoft roll out of Cognos reporting.
* Worked on complete life cycle of Cognos BI Project (Installations, Security, Configurations, Migration and deployment).
* Involved with Client Service and Customer Relationship team (CRM) to get end users feedback about the application.
* Facilitated User Acceptance Testing (UAT), conducted root cause analysis, and implemented process improvements at every stage of projects (CRM, SharePoint, Cost Analysis etc.). Worked on the Lightning resources for Salesforce app customization.
* Monitor queues via CMS Avaya Supervisor, customer hold times, and representative availability, helping to ensure a proactive customer experience and timely communication and escalation of service quality metrics and the call routing balance.
* Queried SQL or Oracle Databases to verify Test Case results. Randomly executed test scripts developed by Quality Analyst team to check main functionality of application. Tested the system using SQL commands for back end testing on the database.
* Migration from Oracle and My SQL server databases into MS SQL Server databases using Microsoft migration tools.

**Role: Business Analyst  
Client: TD Bank Group - Portland, ME January 2015 to May 2017**

**Project Scope:** Was involved to develop a new Customer Relationship Management (CRM) application "Dynamic View" to provide clients with a personalized comprehensive snapshot of their wealth in one place, allowing them to explore their portfolios in detail and analyze their investments.

**Responsibilities:**

* Involved in all phases of the Software Development Life Cycle (SDLC) and acted as the main liaison between corporate business managers and IT division. Provide analytic support by coordinating data extraction from various databases and data interpretation.
* Conducted and facilitated workshops and requirement elicitation sessions with both the client as well as the IT team
* Gathered business Requirements from users to design process automation.
* Prepared Business Process Models that includes modelling of all the activities of the business from the conceptual to procedural level. Followed top down, levelled technique for building Business Process Models.
* Worked with the test team to develop system integration test scripts and ensure that the testing is done according to a phased plan.
* Enhanced CRM functionality to provide significant process automation and ease of use for end users
* Led business requirements sessions with global teams and development team, resulting in a successful CRM project design
* Developed the business anomalies workarounds and described them in documentation and presented the matter to the upper management for review using SharePoint.
* Co-owned end-to-end Data Migration activity from Legacy to CRM (including Design, support to Development and UAT with end users).
* Performed BI Content Administration tasks including scheduling and content management.
* Utilized Agile by working with the technical team and product owner to break down user story complexity, prioritize, get level of effort estimates, create the project plan, baseline and update the plan through life cycle.
* Emphasized on face-to-face communication (Agile) over written documents when the team is all in the same location.
* Brainstormed possible risk scenarios, thus formulating and implementing ad-hoc solutions to stay within project budget. Managed all documentation and access rights in SharePoint.
* Assisted the quality management team to ensure that requirements documentation can be easily translated into test plans, and ensure that the proper testing plans have been completed.

**Role: Business Analyst**

**Client: AmSouth Bank - Silver Spring, MD May 2011 to December 2014**

**Project:** AmSouth is a leader among regional banks in the Southeast in several key business segments including consumer and commercial banking, treasury management, small-business banking, mortgage lending, equipment leasing, annuity and mutual fund sales, and trust and investment management services. The project involved the Enhancement of the current Personal Financial products by advancement of the present web application and implementation of a new IVR (Interactive Voice Response) system that allows account holders to access their Checking, Savings or Ready Reserve accounts, to pay bills, transfer funds or get account balances over the phone without actually having to speak with a customer representative.

**Responsibilities:**

* Facilitated Joint Requirement Planning (JRP) sessions with SME's in understanding the Requirements.
* Extracted the Business Requirements from the end users keeping in mind their need for the application and prepared Business Requirement Documents (BRD) using Rational Requisite Pro.
* Participated in development, enhancement, testing and implementation of IVR applications, routing logic, CTI, reporting and associated integration to backend systems.
* Used CMTS (Change Management Tracking System) to keep track of requirements in progress, and estimated and actual time for requirements. Assisted in developing the test scripts of the IVR application.
* Assisted with Integration of telephony systems with other call center applications such as Computer telephony integration (CTI), Interactive Voice Response (IVR). Created Data Structuring, Data Modeling, Data Mapping and Data Flow Improvement.
* Created and managed Project Templates, Use Case Project Templates, Requirement Types and Traceability Relationships in Requisite Pro. Prioritized, planned and managed multiple projects using Primavera Project Planner Tool.
* Involved in creating automated Test Scripts representing various Transactions, Documenting the Load Testing Process and Methodology. Created meaningful reports for analysis and integrated the Performance Testing in the SDLC.
* Developed and managed Project Plans and Schedules, managed resolution of Project issues and conflicts, interacted with team members and external systems. Used Traceability Matrix to track business requirements and business rules to Use Cases.
* Conducted Functional Walkthroughs, User Acceptance Testing (UAT), and supervised the development of User Manuals for customers. Followed the RUP methodology for the entire SDLC. Used MS Project for status reporting and planning.
* Worked as a User/Customer advocate and negotiated with user as well as with developers and management staff to resolve any requirement conflict to bridge the Gaps between IT and Business.
* Tested the final application for Usability testing to verify whether all the User Requirements were catered to by the application.

**Education:**

* BS in Computer Science Karachi university 2010.