MURALI VARMA

Senior Salesforce Consultant

INFO

Current Location
Dallas, TX (due to lockdown)

Phone
(567) 236 1699

Email
muralivarmasfdc@gmail.com

Please click here

EDUCATION

Master's in Information Systems
2010 – 2012

Master's in Business Administration
2008 – 2010

CERTIFICATIONS

CSM CERTIFIED (Scrum Alliance)

SALESFORCE CERTIFIED — Administrator

SALESFORCE CERTIFIED — Advanced Administrator

SALESFORCE CERTIFIED — Service Cloud Consultant

SALESFORCE CERTIFIED — Sales Cloud Consultant

PROFESSIONAL SUMMARY

- Over **Ten years** of IT experience in Implementing Technology Solutions throughout the SDLC process which involves around **5** years of hands-on experience in Administration and Development in Salesforce.com Platform.
- Highly motivated team player with **Strong Communication**, **Analytical** and **Problem Solving skills** with proven ability to manage multiple projects and concurrent responsibilities in a highly dynamic environment.
- Strong experience in client interaction, understanding business applications and business data flow. Expertise in business analysis skills and extensive success in translating business requirements and user expectations into detailed specifications employing Unified Modeling Language **(UML).**
- Experience working with **Sales/Service/Marketing/Community** clouds, Lightning, Data Migration and administration activities like creating **Profiles, Roles, Users, Permission Sets, Record Types, Page Layouts, assignment rules, Search Layouts, Field-Level Security, Custom Tabs** .
- Experience in **Project Management** activities of planning, scoping, monitor and control using tools such as **Rally**, **Clarity**, **JIRA** and **HP ALM QC** for requirements management and change management processes.
- Conducting daily stand ups and maintaining **Kanban** and **burndown charts**.
- Experience handling off-shore team in delivering the project tasks.
- Experience with multiple **CPQ** implementation like **Apttus, Vlocity** and **SteelBrick.**
- Experience of working with various Salesforce applications like **HealthCloud** and **FSL**
- Experience in customizing standard objects like **Accounts**, **Contacts**, **Opportunities**, **Products**, **Price books**, **Cases**, **Leads**, **Campaigns** as per need.
- Experience with Salesforce **Lightning UI** and **Apex** development team.
- Leveraging SFDC to better manage sales **territories**, **leads**, and **opportunities**.
- Extensive experience in designing of **custom objects, custom fields, Picklist, role-based page layouts, Workflow Alerts** & **Actions, Validation Rules, Approval Processes, Custom Tabs,** design of **Visual Force Pages, Record Types, Dashboards, AppExchange Package & Custom Application, Sandbox data loading and Email generation** according to application requirements
- Creating **Custom reports and Dashboards** by **Einstein (Wave) Analytics**.
- Experience loading the data into Salesforce by using **data loader** and **Jitterbit**
- Experience of working with various Salesforce applications like **HealthCloud Agile Accelerator, ServiceMax** and **Field Service Lightning**.
- Experienced in integrating Salesforce with 3rd party applications like **MuleSoft, DELLboomi, SAP, Siebel, Informatica**, **Remedy** and **ServiceNow**.
- Experience with **Email/Social/Mobile Studio** & **Content/Audience/Journey Builder**.
- Worked with various Devops Tools for SF, **Bitbucket**, **Github**, **Jenkins**, **Azure**, **MavensMate** , **Source Tree** and **CloudBees.**
- Highly knowledgeable about Salesforce **setup menu**, **Configuration**, **Development**, **Data Migration** and **Deployment** of applications to **Force.com platform**.
- Experienced in working with **lighting components** and designed strategy for **Lighting migrations**.
- Experience working with **Marketo** instances in performing data validation & cleansing.
- Experience in preparing Test Strategy, creating **Test Plans, Test Cases, and Test Reports for Manual and automated testing** for various business applications.
- Experience in performing **UAT** testing with business users and documenting the training manual.

SKILLS

- Project Management
- Risk Management
- Integration Management
- Cost Management
- Project Time Management
- Vendor Management
- Stakeholder Management
- Scope Management
- Project Documentation
- Testing (Functional/UAT)
- Master Data Management
- Change Management/ OCM
- Business Re-engineering
- Scrum Maintenance
- Business Intelligence
- Mobile & Web Apps
- Data Analysis
- Solution Framework
- UML Diagrams
- Create Presentation Decks
- SDLC
- Business Analysis
- Kanban
- User Stories Grooming
- Retrospective Sessions
- Lessons Learned
- UAT Training and Documentation
- Data Cleanup
- Data Mapping
- Quality Management

EXPERIENCE

Cepheid, Santa Clara, CA
Sr. Salesforce Product Owner/Business Analyst, Jan 2020 – Current

- Worked on **Sales/Service** and **Marketing** clouds applications and manage stakeholder requirements and provide solution(s) to Cepheid business.
- Served as admin and managed the communications between Salesforce support team (especially CPQ experts) and Cepheid.
- Created and maintained road-maps and project plans for SF implementations.
- Acted as product owner for Salesforce managed packages implementation
- Create/maintain users, fields, objects, validation rules, **workflow rules, process builder, approval processes**, Salesforce Reports and Dashboards, etc.
- Customized page layouts for standard/Custom objects & assigned Record Types.
- Created **Reports** and **Dashboards** for tracking the **Opportunity** pipeline/Stages for Management visibility.
- Design and Implementation of **CPQ** and **FSL** to current **Sales** and **Service** cloud, maintain the development activities and tracked the progress of Sprint.
- Used **Developer Console** and **Workbench** for executing **SOQL** queries, line by line Code Coverage from test classes and to execute **batch** class.
- Worked on **product rules**, **price rules**, **price books** and dynamic options.
- Worked with **JIRA** and integration with other applications to managed the stories and service tickets (for instance PROD issues)
- Performed data cleanup and assisted in migration efforts.
- Performed **UAT** and captured results in test results managing tools.

Alcon, Ft. Worth, TX
Sr. Salesforce Business Analyst/Admin, Apr 2019 – Dec 2019

- Worked on **Sales/Service/Marketing**/**Community** clouds and Custom applications.
- Provided solutions to business users for Salesforce configuration & development.
- Developed custom reports and dashboards by using **Einstein Analytics**.
- Monitor and control the Project activities like requirements gathering, project planning and delivering of the project.
- Manage offshore team (around 16) and track the project development.
- Worked on Integration(s) with other tools like **SAP**, **DELLboomi** and **MuleSoft**.
- Utilized **Azure DevOps, AUTORabit, GitHub, Jitterbit, ServiceNow** and **JIRA** tools.
- Created custom objects, custom fields, relationships, page layouts, record types, workflows and approval processes to meet complex business requirements.
- Lead design and development of Salesforce Lightning components in **Apex, Visualforce API's**.
- Served as a gate keeper for code deployment and managed the releases.
- Worked on Service Cloud: **Service Console, Call center/Customer Service Portal, Case Feed, Knowledge Base** and **Articles**.
- Worked on design **CPQ** functionality on external communities with **Apttus**.
- Analyze current reports and dashboards to identify process that can utilize AI powered **Einstein Analytics.** Importing Data Sets, Creating Lens & Dashboards.
- Involved in projects related to integrations with **MuleSoft, DELLboomi, SAP, Siebel** and **Informatica.**
- Installed and configured the applications from **AppExchange** like **FSL**, **Agile Accelerator** and **ServiceMax.**
- Team member in designing the pilot Agile and **Devops** process and responsible for managing and developing best practices.
- Customizing **Email template** and configuring them to the email alert within the **workflow rule** for a standard/custom object.
- Using Data loader tool to load and extract data from different sandboxes.
- Administration setup to manage Users, Security Controls and Data Management.
- Customizing **Salesforce** standard objects like **Accounts, Contacts, Opportunities, Products, Cases, Leads** as per business requirements.
- Knowledge on **Territory Management** and **Role Hierarchy.**
- Worked on **Email studio** and **Content/Journey builder**.
- Used **Marketing Cloud Connecter** to get the data from Sales and Service Cloud.

SALESFORCE SKILLS

- Sales Cloud
- Service Cloud
- Marketing Cloud
- Einstein Analytics
- Lightning
- Field Service Lightning (FSL)
- ServiceMax
- Force.com
- APEX
- JSON
- SOAL & SOSL
- Amp Scripting
- Salesforce DX
- Agile Accelerator
- AppExchange
- Data Extensions
- Marketing Cloud Connector
- Steel brick
- Apttus
- Vlocity
- Territory Management
- Tableau

EXPERIENCE CONTINUED

Independent Blue Cross (IBC), Philadelphia PA
Sr. Business Analyst (Salesforce), Mar 2018- Mar 2019

- Conducting daily Standups, Grooming, Sprint Planning and Retro sessions.
- Directing, supervising, supporting and coordinating the project team members/staff to ensure successful completion of the project.
- Worked on standard objects like **Accounts, Contacts, Opportunities, Products.**
- Worked on various **Custom Objects**, **Reports**, **Tabs**, **Components** and **Visual force Pages** and Controllers for different user profiles as per requirements.
- Worked with **Customer Service/Call Center** department in grooming sessions and refined user-stories for **Service cloud**.
- Worked on **Patients data**, **Care Team** and **Case Management** for **Health Cloud.**
- Created **Workflow Rules, Page Layouts**, **Approval Process**, **Tasks**, **Email Alerts**, **Field Updates** and Outbound Messages to manage the **Workflow & Approvals**.
- As part of the AI **Einstein Analytics** adaptions was responsible for identifying and creating the data sets required to automate the **dashboards.**
- Understanding of **SOQL & SOSL** with consideration to **Governor Limits** for data manipulation needs of the application.
- Packaged and Deployed customizations from **Sandbox** to other environments.
- Worked on **Email/Social/Mobile Studio** & **Content/Audience/Journey Builder**.

CHUBB, Philadelphia PA
Salesforce Project Manager, Feb 2017 – Jan 2018

- Documented the business requirements, process flows (Global business) and created the solution framework(s) pertinent to each region.
- Created **SOW's** communicated with internal and external stakeholders.
- Managed **Salesforce** initiatives for Global team.
- Worked on standard objects like **Accounts, Contacts, Opportunities, Products Campaigns, Leads** and **Cases**
- Involved in creating the **roadmap** for 2018 Global **CHUBB** initiatives.
- Prepared **Program and Project schedule**, **Vision** and communicated the objectives and timelines to global team.
- Responsible to manage the **PCI Data** and **Financial Reporting** projects.
- Coordinate and prepare **training documentation** and for end users.
- Maintained **Risk Register** on global projects, addressing the issues in a timely manner, tracing and escalating critical issues to **minimize project risk factors.**
- Defined **Org wide default** to restrict access from users.

Independent Blue Cross (IBC), Philadelphia PA
Sr. Business Analyst/ Product (Salesforce) Owner, Dec 2014 – Jan 2017

- Facilitated Joint Application Development (JAD) sessions and interview(s) with the business users to gather requirements.
- Worked with **Sales/Service/Marketing** clouds, Lightning, Data Migration and administration activities like creating Profiles, Roles, Users, Permission Sets, Record Types, Page Layouts, assignment rules, Search Layouts, Field-Level Security, Custom Tabs .
- Created **Workflow Rules, Page Layouts**, **Approval Process**, **Tasks**, **Email Alerts**, **Field Updates** and Outbound Messages to manage the **Workflow & Approvals**.
- Worked with Salesforce applications like **HealthCloud and NPSP (Non-Profit).**
- Used **sandbox** for testing and communicated test results to implementing partner.
- Created and used **email templates** in **HTML** and **visual force**.
- Gathered requirements for **Workflows** and **approval process**.
- Created profiles and implemented **object level**, **field level** and **record level security**.
- Integrated **web services** by generating the necessary stubs from the **WSDL files** for extracting the data from the In-house applications by using the **web services**

- MS Office Suite/ Office 365
- MS Visio
- MS Project
- Gantt Charts
- HP ALM
- QTP/ QC
- PeopleSoft
- CRM- Siebel, Veeva
- Crystal
- SSIS
- Cognos
- PowerBI
- MS Dynamics
- Documentum
- DOORS
- JIRA
- OneNote
- SharePoint
- Clarity
- ServiceNow
- Azure Devops
- BOX
- EBX
- MDM
- TOAD
- SQL Server
- MuleSoft
- DELLBoomi
- GitHub
- Jitterbit
- AUTORabit

EXPERIENCE CONTINUED

Burger King Corp. Miami, FL

Sr. Data Analyst Jun 2014 – Nov 2014

- Managed **MDM** project and performed Business and Data Analysis (SQL) for the BKC global Franchisee domain
- Created **Interface Control Specifications Documents**, integration requirements on data fetch and feed via various means of communication types i.e., **Web services** and **API**.
- Conducted JAD sessions and workshops, gathered business/functional/technical specifications and documented.
- Created the **Data Dictionaries** and maintained **traceability** for **MDS**.

Florida Department Of Transportation. Boca Raton, FL

Sr. Business Systems Analyst / Aug 2012 – May 2014

- Created **Use cases, Business Requirement Document (BRD)** and **Technical Requirement Document (TRD)** using **DOORS**
- **Elicit requirements** using interviews, document analysis, requirements workshops, business process descriptions, use cases, scenarios, business analysis and task and workflow analysis.
- Experience working with Data analytics and working closely with BI team.
- Experience working with Financial (PCI) data and reporting in **Cognos** and **SSIS**.
- Prepared specifications for **Mobile applications** for SunPass (Both **iPhone** and **Android**)

DaVita. Fort Lauderdale, FL

Sr. Business Systems Analyst / Sep 2011 – Aug 2012

- Worked on analyzing the **LIMS** data by utilizing **SQL** for reporting project.
- Worked on various projects for DaVita, implemented the new LIMS systems by replacing legacy system.
- Experience working with **SSIS** (Financial) reporting tool and extracting data from new LIMS system.
- Created and reviewed **business requirements documents**, **functional specifications documentation** and **data dictionaries**.
- Developed **Test Strategy Document** and performed **Functional System Testing**

Pfizer. Collegeville, PA

Business Analyst / Sep 2010 – Jan 2011

- Worked on Drug Structured Labelling program and gathered the business requirements.
- Performed **Gap** Analysis and created **AS-IS** and **TO-BE** process flows.
- Organized and led **JAD/JAR sessions** and interviews with the various stakeholders in the organization
- Responsible for requirement and design documentation review, test plans, identifying and reporting software anomalies and test results.
- Analyzing the current system and tracking the development changes for successful delivery of the project through **Agile Methodology**.

Deliotte, PA Department of Health Harrisburg, PA

Business and Quality Analyst / Dec 2009 – Sep 2010

- Documented existing business process using **UML based activity diagrams**.
- Created **Business, Functional** and **Technical Specifications**.
- Worked on **EDI transactions** (270, 271, 820, 834 and 837), Health Claims section and assisted on creating the business rules for claims and its process.
- Documented **Requirement Traceability Matrix** in Excel sheet for traceability of requirements through test cases.