Dev Gupta

6X Salesforce Certified BA+Admin

Salesforce Business Analyst and Admin with 7+ years of experience

Atlanta, USA
sfdevgupta@gmail.com
+1 (240) 859-8557

EXPERIENCE

BugendaiTech, Scottsdale, Arizona — *Salesforce Consultant*

August 2019 - PRESENT

- Use Agile methodology to plan, manage, and deliver solutions
- Train, mentor, and support teams to use Scrum Framework and Agile practices
- Schedule and facilitate Scrum meetings, events, and decision-making processes
- Helped with Sales Cloud and Field Service Lightning Implementation
- Restructured Salesforce Org to map Business process
- Configured Sales cloud including users, roles, security, profiles, workflow rules, custom objects, etc.
- Conducted Requirement Elicitation workshops and sessions
- Leading UAT, JAD sessions
- Worked on integrating applications such as Pardot, HubSpot, Distribution Engine, and Outreach.io.
- Trained multiple internal and external users on system functionality monthly.
- Performed data quality using validation rules, clean data practices, and duplicate management tools.
- Managed the creation of change management and communicated all system updates to end users.
- Improved sales productivity and customer experience.
- Designed, developed, and maintained complex workflow rules, validation rules, formulas, custom workflow, process builder, page layouts, custom fields/objects, and other Salesforce.com customizations.
- Managed user access and permissions through User Setup, Roles and Role Hierarchy, Profiles, Permission Sets, Public Groups, and Queues, Sharing Rules, and Security.

Tata Consultancy Services, Atlanta, GA
Salesforce Consultant (Mar 2018 – Jul 2019)

- ◇ Worked on data loader for insert, update, and bulk import or export of data from Salesforce.com objects.

CERTIFICATIONS

Salesforce Certified Administrator (Jul 2018 – Present)
Salesforce Certified Developer (Feb 2021 – Present)
Salesforce Certified Experience Cloud Consultant (Feb 2021 – Present)
Salesforce Certified Sales Cloud Consultant (Nov 2020 - Present)
Salesforce Certified Service Cloud Consultant (Nov 2020 - Present)
Salesforce Certified App Builder (Jul 2018 – Present)
Certified Scrum Master (Feb 2016 – Present)

SKILLS

Workflow & Approvals

Reports

Field Service lightning

Dashboards

Case Management Automation

Custom Objects

Data Loader

User Management

Security Management

Data Analysis

- Developed 20-25 custom Reports weekly according to the need of the organization
- Designed and Configured dashboards weekly for data analytics
- Worked on Agile Methodology to achieve technical requirements and implementations
- Interacted directly with stakeholders, SMEs, and end-users to gather and translate requirements into detailed project development strategies for effective deployments
- Gather client's requirements, business process analysis and sign of e-Business features and functionality for a portfolio of various businesses.
- Expertise in the management of complex multi-disciplined CRM consulting projects.
- Lead junior consultants and client staff through engagements, support the development of subject matter expertise, thought leadership, and strategic capability by delivering a wide range of customer management solutions.
- Performing end-to-end cross-discipline leadership throughout the software development lifecycle. Accountable for on-time, high-quality software project deliveries, including Analysis, Design, Development, and Quality Assurance.

Infosys, Atlanta, GA
Salesforce Team Lead (Oct 2017 – Mar 2018)

- Led the Production Support Team for a Banking Client. Initiated and automated weekly reporting tasks, reducing the time to perform tasks by over 90%.
- Invented and adopted "Agile for Production Support" to help organize the work and schedule of the resources more efficiently.
- Developed maintenance plan and supported existing Salesforce functionalities.
- Communicated with the delivery team and review the functionalities to ensure the best practices are followed.
- Created a Production Support Application in Salesforce for managing the Issues and changes being worked on by the Team in every Iteration.
- Resource management and assignment of work to the offshore developers.
- Provide periodical analysis to the Managers on Incident Management and the work accomplished by the Team.
- Own maintenance path and provide enhancement-related changes to existing Salesforce environment.
- Provided support to 2000+ Salesforce users nationwide and acted as the primary point of contact for end-user support.

Change Management

Custom Tabs

Email Services

Security Controls

Sandbox data loading

Apex data loader

Agile

GitHub

Slack, Asana

Data Migration

Data Modeling

Automation Process Builder Flows, Forms

Github, SVN

LANGUAGES

English

- ◇ Involved in day-to-day duties as a Salesforce Administrator. Led the team to a successful resolution of User Reported Issues with 0% SLA Breach.

Global Data Mart, Atlanta, GA
Salesforce Business Consultant (Sep 2015 – Oct 2017)

- ◇ Worked as Tech Lead on the Projects assisting Offshore in development and managing the CRM Project.
- ◇ Worked closely with the Stakeholders to identify their needs and provided creative solutions to fulfill their requirements and needs.f
- ◇ Created prototypes and mockups for the User Groups.
- ◇ Involved in the Analysis, design, development, and implementation of salesforce applications.
- ◇ Worked on Agile (SRCUM) Methodology for the project.
- ◇ Played a pivotal role in JAD sessions helping to develop detailed solutions and documenting the Functional and System specification requirements.
- ◇ Conducted GAP analysis to regulate the gaps in the requirements and conveyed to various modules of the project.
- ◇ Prepared Business Process Models that include modeling of all the activities of the business from the conceptual to procedural level.

Perficient, Dearborn, MI
Business Analyst Intern (Apr 2015 – Aug 2015)

- ◇ Interacted with the Sr. Business Analyst to elicit requirements.
- ◇ Worked on Agile (SRCUM) Methodology for the project.
- ◇ Documented use cases for the client's website functionality.
- ◇ Actively participated in the creation of RTM, test plans, and test cases for the system.
- ◇ Document requirements including supplemental requirements, business rules, and authoring requirements for Ford Direct.
- ◇ Streamlining the information and organizing it effectively on the JIRA website for the client.
- ◇ Prepared Excel Workbooks to keep track and record all the different components and widgets available for different pages of the client's website.

PROJECTS

- ● **Lyons Roofing** — https://www.lyonsroofing.com/
- ● **Artera** – https://artera.com/

- **NPS** – https://municipalparkingservices.com/
- **MHHCCO** – https://www.mhhcco.com/
- **Safe Store Package** – https://safepackandstore.com/
- **Fox Alliance** – https://www.thefoxalliance.com/
- **LWTears** – https://shopping.lwtears.com/LWTstore/s/
- **Scholes Marketing** - https://www.scholesmarketing.com/
- **Vervemotion** - https://vervemotion.com/
- **Questhealth** - https://www.questhealthsolutions.com/

EDUCATIONS

University of Michigan - Dearborn, Dearborn, MI (2014 – 2015)
MS Marketing Analytics
- *Vice President at Indian American Student Association*
- *Dean's List 1st and 2nd Semester*
- *Graduated with 3.6 GPA*

Vellore Institute of Technology, Vellore, India (2013 – 2015)
MBA
- *President at 5th Pillar Student Chapter*
- *Merit Scholar*
- *Graduated with 8.89 GPA*

Vellore Institute of Technology, Vellore, India (2010 – 2013)
BBA
- *Public Relations Officer at 5th Pillar Student Chapter*
- *Merit Scholar*
- *Google Student Ambassador*
- *Graduated with 8.88 GPA*