AMRITA GUPTA

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SUMMARY

Certified Salesforce Administrator and Salesforce Business Analyst with 5+ years of experience in the IT industry. In-depth knowledge of SFDC concepts and workflow process. Excellent knowledge of SDLC principles and Scrum / Agile methodologies. Well-developed skills in strategic thinking and prioritizing & organizing tasks. Strong data management, data analysis and problem-solving skills. Ability to adapt environmental and organizational changes, and to move between multiple tasks and projects. Excellent interpersonal, presentation, verbal and written communication skills.

EDUCATION

• Masters of Science in Information Technology Management (Campbellsville University, USA)	**May 2019 - Dec 2020**
• Masters in Computer Applications (Devi Ahilya University, Indore, India)	**Aug 2010 - May 2013**
• Bachelors in Computer Science (Makhanlal National University, Bhopal, India)	**Aug 2006 - May 2009**

EXPERIENCE

TATA TECHNOLOGIES (Tata Motors: Land Rover/ Jaguar), MUMBAI, INDIA

Salesforce Business Analyst / Salesforce Technical Consultant   **Jun 2014 - Sep 2017**

- Effectively acted as a liaison between our users, vendors and the application development teams.
- Collaboratively worked with cross-functional teams to support the organization in day-to-day customization, configuration, design, development, and deployment of Salesforce CRM ecosystem.
- Performed basic Salesforce administrative functions including user management, user setup, user accounts maintenance, custom objects, custom fields, formula fields, custom views, page layouts, picklist value, validations rules, record types, email alerts, email templates, 3rd party integrations, app builder and support of multiple AppExchange applications.
- Maintained Salesforce CPQ system solutions including pricebook, product rules, price rules, bundles, and configuration attributes.
- Utilized Salesforce best practices and administration functionality to manage security requirements such as Organization-Wide Defaults (OWD), profiles, roles, role hierarchy, permission sets, groups, field level security and sharing rules.
- Maintained data quality by identifying and deleting or merging duplicate records, cleansing and updating inaccurate data.
- Automated manual Salesforce process into process automation using standard Salesforce tools including workflows, lightning process builder, and flows.
- Created reports and dashboard by using Salesforce reporting features and some other data visualization tools such as Power BI and Tableau.
- Worked on Data Extraction using SOQL, Data clean-up, and Data transformation using Data loader.
- Performed change management / release management to improve, and enhance the business process functionality.
- Delivered training sessions to the existing team member and guided business partners on new releases, and on new customizations and implementations.
- Prepared project related functional and technical documents including user-friendly documents, end-user training materials, root cause analysis reports, use cases, sequence diagrams, future state proposals, and UAT testing plan.
- Collaborated with team members to troubleshoot production issues and resolved cases and service requests of 300+ user profiles.
  Environment: Salesforce.com production / sandboxes, Power BI, Tableau, Jira, Apttus CPQ, ITIL / ITSM BMC remedy, Change Management, Release Management, ETL, Apex, Visual force, Data Loader, SOQL, SOSL.

Eagle InfoTech, Pune, India   **Jun 2013 - May 2014**

Salesforce Business Data Analyst

- Communicated with business units, stakeholders, and business operations teams to gather, understand, and define business requirements.
- Adapted agile best practices including time-boxing, user stories, daily stand-ups, and test-driven development, retrospective & continuous integration.
- Created Workflow, Gap and Impact analysis, user stories, test case development and functional design.
- Provided analysis through all phases of SDLC.
- Customized several aspects of Salesforce standard objects such as accounts, contacts, opportunities, leads, and campaigns.
- Prepared scope documents for the projects and initiatives to record the business requirements and desired solutions with details of allocated time, resource and deliverables.
- Performed data cleanup and duplicate data management to remove irrelevant values and duplicated values.
- Collaborated cross-functionally with organizational team and consulting team to guide them on managing, designing and developing business knowledge and solutions.
- Regularly monitored relational database processes to ensure data quality and data integrity.
- Created application support and technical documentation and analyzed procedures to align with changing business needs.
  Environment: Salesforce.com, Power BI, Tableau, Jira, Change Management, ETL, Apex, Visual force, Data Loader, SOQL, SOSL.

Tvesa Software Technologies, Indore, India   **Jan 2013 - May 2013**

Junior Developer (Internship)

- Coordinated with project management staff and business analysis consultants to discuss development timelines and project scope.
- Performed requirements gathering and technical analysis to develop clear specifications for business process flows.
- Created workflow diagrams and Gantt charts to clearly access and demonstrate business processes timelines.
- Collaborated cross-functionally with the teams to maintain and support all stages of the systems development lifecycle.

SKILLS

- **Technologies**: Salesforce CRM, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visualforce Pages / Components, Workflow & Approvals, Case Management Automation.
- **Tools:** Apttus CPQ, DocuSign, Force.com Explorer, Tableau (Dashboard and Forecasting), Power BI Desktop and online, Atlassian JIRA, BMC Remedy ITIL, Microsoft office suite (Microsoft Word, Microsoft Excel, PowerPoint, Visio, and MS Project)
- **Databases:** MS SQL Server 2000/2005, PL/SQL, Oracle 8i/9i/10g, MS Access.
- **Programming Language:** Apex, Visualforce, Java, HTML5, and CSS
- **SDLC Frameworks:** Agile, Waterfall
- **Operating Systems:** Windows XP/Vista/7, UNIX, Linux, Mac OS
- **Salesforce Modules**: Sales cloud, Service cloud, Marketing cloud, Pardot, Product & pricebook (CPQ), Community cloud
- **Additional Skills:** Leadership, Project Management, Supply Chain Management, Order management/ fulfillment, and Strategic planning.

CERTIFICATIONS

	Issue date
• Certified Salesforce.com Admin (ADM201)	Jan 2021
• Certified Scrum Master (CSM), Scrum Alliance	Nov 2020
• Certification in Critical Thinking, Campbellsville University	Nov 2020