



# Deshna Jain

Salesforce Business Analyst

## PROFILE

Dedicated and results-driven Senior Salesforce Business Analyst with over 6.6 years of experience in analyzing business processes and implementing Salesforce solutions to increase efficiency and productivity. Adept in collaborating with cross-functional teams and stakeholders to understand business requirements and deliver customized Salesforce solutions. Proficient in Salesforce CRM, Sales Cloud, Service Cloud, Experience Cloud, Marketing Cloud, Commerce Cloud (B2C & B2B), Health Cloud etc.

## EXPERIENCES

**Cyntexa Labs Private Limited | July 2020- Present**

Senior Business Analyst

- Led the implementation of Salesforce Sales Cloud, resulting in a 30% increase in sales revenue within the first year.
- Collaborate with cross-functional teams and stakeholders to understand business requirements and design customized Salesforce solutions
- Worked with different Salesforce Sales Cloud, Service Cloud, and Lightning to automate business processes and improve efficiency
- Provide technical expertise and training to end-users to ensure successful adoption of Salesforce solutions
- Develop and maintain detailed project plans and documentation to track project progress and ensure successful delivery within the defined scope, timeline, and budget.
- Contributed to the development of user stories, ensuring that they were well-written and met the Definition of Ready
- Utilized JIRA and other project management tools to track user stories and sprint progress, ensuring that the team remained on track and delivered high-quality work on schedule
- Led release planning and roadmap sessions, aligning project timelines with business priorities and stakeholder expectations
- Facilitated daily stand-up meetings, sprint planning, sprint review and retrospective meetings as a Business Analyst in an Agile environment
- Prioritized the product backlog for a software development project, resulting in a 20% increase in customer satisfaction.
- Led backlog grooming sessions with the development team to ensure that user stories were well-defined and actionable.

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## EXPERTISE

- Salesforce Admin
- Multiple Cloud (Sales, Service, Marketing, Commerce B2C & B2B, Experience Cloud Etc.)
- Project Lifecycle Management
- Agile Methodologies
- Scrum
- Client Communication
- Project Coordination
- Project Management
- Team Management
- Technical Documentation
- Requirements Gathering
- Requirements Analysis

## INDUSTRIES

- HEALTH CARE
- FINANCE & MORTGAGE
- EDUCATION
- ECOMMERCE (B2B AND B2C)
- SERVICE PROVIDERS
- INSURANCE

## TOOLS

- BALSIMIQ
- DRAW.IO
- JIRA
- ZOHO
- TRELLO
- MIRO
- KLAXOON

### Emizen Tech Pvt Ltd | June 2018- July 2020

#### Business Analyst

- Collaborate with stakeholders, including product managers, developers, and marketers, to gather and document business requirements for new features, enhancements, or system integration.
- Create detailed documentation, such as business requirements documents (BRDs), functional specifications, and use cases, to ensure clear communication between business and technical teams.
- Manage and prioritize projects, ensuring that they are completed on time and within budget.
- Coordinate with cross-functional teams to ensure project success. Communicate findings and insights to various stakeholders in a clear and understandable manner. This includes presenting reports, participating in meetings, and collaborating with different departments.

### LogicSpice Consultancy | Jan 2017- June 2018

#### Pre sales Business Analyst

## EDUCATION

Global Institute of Technology, Jaipur

Bachelor of Technology- IT 2012-2016