Ashish Kumar
Salesforce Business Analyst
Ameriprise Financial Services

PROFILE

An Electronics and Communication Engineer, working in Ameriprise Financial Services as Salesforce Business Analyst, have experiencein Sales & Service Cloud for Managing Banking, Financial and Customer Service Domain Users.

I am Looking for Learning & Growth career in Salesforce Ecosystem to utilize the best of my professional ability & Salesforce admin skills to enhance my knowledge and to contribute in organization's growth.

CONTACT:

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Date of Birth: 01st -May-1994

LINKEDIN PROFILE:
https://www.linkedin.com/in/ashish-kumar-53b23743

Salesforce Trailhead Profile:
https://trailblazer.me/id/estoyashish

Salesforce Trailhead:

Rank: Ranger

- Business Administration Specialist Super badge.
- Data Security
- Data Modeling
- Lighting Experience Customization
- User authentication
- Lightning Experience for Salesforce Classic Users
- and 100+ badges with more than 103K points.

EMAIL:
estoyashish@gmail.com

EDUCATION

Completed Bachelor of Technology in Electronics and Communication Engineering from Visveswaraya Group of Institution, UPTU (2011 – 2015)

Completed Senior & Higher secondary with physics and Math from Air Force School Hindan, CBSE1999 – 2011.

WORK EXPERIENCE

Ameriprise Financial
From: July 2022-till present

Designation: Salesforce Business analyst

- Works cross-functionally to translate internal business needs and technology directions into application features and capabilities.

- Collaborate with technologies and business and assist then in resolving the issues.

- Understanding business strategy, document business requirements and develop user stories and to-be process flows to support the design and development of Salesforce solutions for our clients.

- Maintaining users and their profiles, using role hierarchy, security access, sharing rules, and other SFDC out-of-the-boxaccess features like Permission sets and groups

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- Experience in building Applications in Lightning and Classic using Custom objects, Custom fields, Validation rule,formula fields, Picklists, filed dependencies, lookups, master-detail relationships and Layouts.

- Liaise with the business stakeholders in all channels (Sales company departments, wholesale, retail, e-commerce partners)

- Align with the Development Team and Architects if needed.

- Working in Ameriprise in Practice source and Analytics Business unit, where we also support and work closely during the onboarding and reliving of Ameriprise's experience advisors.

FinacPlus Global Services Pvt Ltd
From: January 2021-June 2022

Client: RCN Capital

Designation: Sr. Salesforce Administrator

Responsibilities:

- Manage user setups on Salesforce platform Using Security access,sharing rules, and assigning Permission sets and groups.
- Configuration of Sales Cloud (For: Financial & Banking Projects)using Record Types, Sales Process, Page Layout and Flows.
- Collaborate with technologies and business and assist then inresolving the issues.
- Monitor and track user reported issues through reports/dashboards toensure that timeliness & quality goals are met.
- Knowledge on Data Management in SFDC for Import-Export of Datausing Import Wizard and Data Loader tool.
- Hands on Experience in Creating Reports and Dashboards on SFDCPlatform and other Integrated Tools.
- Knowledge on Automation using Workflow, Process builder,Approval Process and flow Builder.

Capgemini India Pvt Ltd
From: July 2018–January 2021

Client: Dell-EMC

Designation: Salesforce Administrator

- Maintaining users and their profiles, using role hierarchy, security access, sharing rules, and other SFDC out-of-the-box access features like Permission sets and groups.
- Experience in building Applications in Lightning and Classic using Custom objects, Custom fields, Validation rule, formula fields, Picklists, filed dependencies, lookups, master-detail relationships and Layouts.
- Knowledge on Customization of Sales and Service Cloud (Also Salesforce Financial Service Cloud) and their respective console in SFDC through Record types, Sales & Support Processes, page layouts and Case categorization by using assignment and escalates rules.
- Knowledge on Data Management in SFDC for Import-Export of Data using Import Wizard and Data Loader tool.
- Hands on Experience in Creating Reports and Dashboards on SFDC Platform.
- Knowledge on Automation using Workflow, Process builder, Approval Process and flow Builder.

HCL Technologies
From: June, 2015 To: December, 2015

Client Name: British Telecom

Designation: Junior Engineer Technical

SupportResponsibilities:

- Provided L2 Tech support through Calls and emails for Installation, configuration & troubleshoot desktop internet connectivity issues.
- Knowledge on Ethernet, TCP/IP routing, Network Packet analysis tool.

Certifications & Other skill sets on:

- Salesforce Certified Administrator – ADM 201
- Data loader
- Demand Tool
- Oracle 11i ERP
- SAP
- Active PBX (CTI Application)
- Certified Six Sigma Yellow Belt
- Certified on Salesforce Lightning from Capgemini.