



LEKHA SENGAR

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DOB- 17th Jul 1992

SUMMARY

A passionate Salesforce Business Analyst with over 8.9 years of comprehensive IT experience. My versatile skill set comprises extensive proficiency in Business Analysis, with a particular emphasis on SFMC Consulting, Salesforce Testing, and SAP Consulting. Currently, I am engaged in an exciting role at Salesforce via Accenture, contributing to the success of Salesforce+ ([Salesforce+](#)), a content streaming platform.

WORK EXPERIENCE

Accenture Solutions Pvt Ltd (May 2015 - Present)

Business Analyst Team Lead – Salesforce Plus, at Salesforce through Accenture.

Build an all-new streaming service with compelling live & on-demand content for every role & line of business, Salesforce Plus

- Delivered a user-friendly interface to provide meaningful content (tailored combination of live, pre-recorded, and on-demand event experiences) for salesforce+ content consumers.
- Defined vision and led end-to-end responsibility of the product launch for one of the highly complex features, Einstein GPT (World's First Generative AI for CRM) summaries for in-person Dreamforce'23 attendees.
- Launched multiple features such as My List, Reminder SMS, Mobile Live chat, Crowd reactions, Polls & announcements for live events resulting in +86% increase in authenticated users YoY.
- Increased SF+ Events watch time by ~ 32% with Event registration confirmation email & Watch Now email feature.
- Reduced bounce rate by ~20% and improved Signups through first-touch features for the home page.
- Reduced manual errors by 90% by establishing an automated data integration between Salesforce and a third party vendor.
- Gained experience in supporting Salesforce's Dreamforce Event, working directly with vendors/partners outside & within Salesforce (creative, media, strategy, technology, deployment partners).
- Led integration between [Salesforce+](#) with Rainfocus (Event marketing platform) replacing the manual process, saving around 650 hours per year & reduction in manual error by 90%.

Business Analyst Team Lead – Accenture Solutions Pvt Ltd

Strategize & execute digital innovation for a top tobacco brand by aligning with the client's vision and reflecting those in product delivery

- Onboarded 15+ markets across Europe and Asia to use SFMC capabilities. Responsibilities include demos, client presentations, requirements, and impact analysis using Google Analytics & training for the end users.
- Led integration of Viber and Twilio with SFMC and performed end-to-end testing for the same with the markets.
- Ideated, ran, and analysed over 20+ A/B tests with a launch rate of ~24%.
- Managed backlogs and led backlog grooming, retrospective & demo calls for each sprint. Analysed data to prioritize work for each sprint.

Senior Functional Consultant | SFMC Configuration Lead – Accenture Solutions Pvt Ltd

Configure multiple markets in SFMC for a leading recruitment client.

- Led the configurations as an SFMC config lead for 20+ markets and supported testing (via Litmus, Test sends, Postman)
- Designed and deployed various Email Marketing Campaigns using Journey Builder for multiple markets across Europe and the Middle East.
- Worked on Mobile studio, configured SMSs & journeys for various markets, and performed end-to-end testing with the client. Performed deployment activities for the same and supported complex bug fixing.

Application Development Associate – Accenture Solutions Pvt Ltd

Delivered Fiori applications for Product Selection for a diamond client with the story being published in various Accenture New letters.

- Experienced in project development using Agile Methodology/concepts & testing & updating the results on Test trail.
- Worked on designing, bug fixing & testing of SAP Fiori apps. Was named as a key contributor for the same in "Accenture News Letters".

EDUCATION

Degree	University/School	Year of Passing	Percentage/CGPA
Bachelor of Engineering (IT)	Oriental College of Technology, Bhopal (RGPV University)	May, 2014	7.79 /10 (Hons)
HSC, class 12th	RKVM School, Gwalior (CBSE)	March, 2009	65.8%
SSC	St. Paul's School, Gwalior (CBSE)	March, 2007	81%

CERTIFICATIONS

- Salesforce Certified Administrator
- Salesforce Marketing Cloud Email Specialist
- IQVIA OCE Digital Campaign Designer
- IQVIA OCE Digital Administration and Data analyst

Tools/Software

Confluence, Quip, Figma, GUS, JIRA, Google Analytics