



# ARUNA MOHANTY

## SALESFORCE BUSINESS ANALYST

### PROFILE SUMMARY

Results-oriented Salesforce Senior Business Analyst with 8 years of experience in the Healthcare, Sales, and Service domains, targeting a challenging position to leverage my expertise and drive Salesforce success in a dynamic organization.

- ❖ **Excelled as a Senior Business Analyst**, showcasing expertise in the industry and proficiently conducting Business Analysis, effectively gathering requirements and translating business needs into technical specifications
- ❖ Demonstrated a comprehensive understanding of **Salesforce functionalities and modules, including Sales Cloud, Service Cloud, and Health Cloud**
- ❖ Utilized hands-on experience to **configure, customize, and migrate data** within the Salesforce platform
- ❖ **Excelled as an Agile Methodology Expert**, collaborating with diverse teams to drive the development of cutting-edge solutions
- ❖ Utilized **excellent communication and collaboration skills** to facilitate effective interaction with stakeholders at all levels
- ❖ Managed the products from end to end, providing invaluable feedback to clients to foster continuous improvement
- ❖ Successfully aligned stakeholders on business goals, system requirements, and program functions, resulting in consistently successful project outcomes

### CONTACT

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### CORE COMPETENCIES

- Salesforce Business Analyst
- Requirement Gathering
- Stakeholder Analysis & Management
- Process Automation
- Data Migration
- User Training & Support
- Project Management
- Product Development
- Change Management
- SDLC Methodology

### EDUCATION

2012 | P.I.E.T (Purushottam Institute of Engineering & Technology)  
 B.P.U.T (Biju Patnaik University of Technology)

### TECHNICAL SKILLS

#### Project Management Tools:

- Salesforce Agile Accelerator
- Service Now
- JIRA
- Confluence
- QlikView
- JDA
- Tableau
- PowerBI

### CERTIFICATIONS

- Salesforce Administrator
- Salesforce Business Analyst

### ACHIEVEMENTS ACROSS THE CAREER

- ❖ Successfully led the **implementation of Salesforce Sales Cloud, resulting in a 30% increase in sales productivity**
- ❖ Streamlined **customer support operations by integrating Salesforce Service Cloud** with a telephony system, **improving response time by 50%**
- ❖ **Received recognition for outstanding performance** and commitment to delivering high-quality Salesforce solutions

### WORK EXPERIENCE

#### Salesforce Business Analyst | Encora Innovation Labs Pvt. Ltd. | Sept'22 to Jun'23

##### Client: DHL (eCS APAC)

- ❖ Collaborated closely with developers, project managers, and other team members to ensure the delivery of high-quality software within specified timelines across multiple implementation projects of varying sizes and complexities
- ❖ Utilized advanced approval rules, approval conditions, and variables to align with specific business requirements
- ❖ Leveraged native functionality, including Contract Analysis and Review, Process Improvement, Contract Lifecycle Management, Vendor Management/Stakeholder Management, Risk Assessment and Mitigation, Stakeholder Communication, Contract Negotiation Support business processes
- ❖ Conducted thorough reviews and analysis of existing systems to identify areas for improvement, developing effective strategies to enhance the application under test
- ❖ Created and maintained comprehensive dashboards focused on pipeline, bookings, risk assessment, account performance, and Sales Representative performance to drive informed decision-making
- ❖ Provided support and collaborated with business partners in the APAC region (Australia, China, Thailand, Malaysia, US) to elicit high-level requirements and capture business needs related to CRM and Service functionalities
- ❖ Managed projects using Scrum methodologies, leading key ceremonies such as Sprints, Backlog grooming, Retro calls, and estimation to ensure efficient project execution

#### Salesforce Business Analyst | CRMIT Solutions Pvt. Ltd. | Nov'21 to Aug'22

##### Client: ARATT BUILDERS

- ❖ Regular updations based on client requirement.
- ❖ Good hands-on in SFDC administrative tasks like creating profiles, roles, users, page layouts, approvals, process builder, flows, validation rules, reports, dashboards.
- ❖ Created Profiles, Roles based on organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
- ❖ Experience in designing custom objects, custom fields, workflow rules, Process Builder, Flows.

## PERSONAL DETAILS

- ● Date of Birth: 15<sup>th</sup> May 1990
- ● Address: Odisha, Rourkela, 769015
- ● Languages Known: English & Hindi

- ❖ Trained the employees at the client place regarding the **Lead Process** which was built for the client.
- ❖ Regular Presentation as per client availability towards Salesforce environment, User Manual and Screen flow guide preparation.
- ❖ SIT, UAT and Smoke testing execution and result submission.

### **Client: REAL ESTATE PRODUCT**

- ❖ Data model design, Data flow design
- ❖ Modules – Project UNIT AND PRICING
- ❖ Created custom objects, fields, global picklist values based on given data model
- ❖ Layout configuration, Data Loading activities, Reports & Dashboard
- ❖ Security setup using (OWD, Role Hierarchy, Profile, Sharing settings)
- ❖ Created Lightning Components using LWC and SLDS for implementing price line items, car parking etc.

### **Client: UHC NA (United Healthcare National Accounts)**

- ❖ Collaborated with US business partners to gather high-level requirements and capture business needs for CRM and Service functionalities
- ❖ Developed a software solution that improved client-side experience and enhanced functionality and performance towards - RCM, HIM, Interoperability modules.
- ❖ Translated business requirements into functional specifications for efficient and scalable application integration solutions
- ❖ Led a new project for UHC - M&M, gathering data from the new client and conducting discovery sessions.
- ❖ Showcased Salesforce functionality and prepared mapping documents for data integration
- ❖ Coordinated with development teams to ensure solutions met requirements and worked closely with architects and developers to design technology solutions

### **Salesforce Business Analyst | Gyansys Infotech Pvt. Ltd. | May'19 to Nov'21**

#### **Client: Stanley Black & Decker**

- ❖ Collaborated with business partners from EANA and NA to gather high-level requirements and capture business needs for CRM and Sales functionalities during the migration from Classic to Lightning version
- ❖ Proven experience working with external ERP Support partners to investigate, research, recommend and test patches, functionality and processes.
- ❖ Worked effectively with cross-functional teams to develop a software solution that improved client-side experience, functionality, and performance
- ❖ Clearly documented business requirements, including BRD, FRD, and user stories
- ❖ Planned and conducted requirements elicitation meetings with the business to gather functional and non-functional requirements for Salesforce technology enhancements and initiatives
- ❖ Conducted brainstorming sessions with the development team to involve them actively in the requirements analysis stage
- ❖ Participated in Salesforce implementation activities, including requirement documentation, demos, estimating, and project planning
- ❖ Conducted UAT testing to ensure the system functioned properly

#### **Client: Tate & Lyle security redesign**

- ❖ Configured SFDC workflow rules, Approval process, and Custom Objects, and conducted requirements elicitation meetings with the business to gather functional and non-functional requirements for Salesforce technology enhancements
- ❖ Conducted brainstorming sessions with the development team during requirements analysis and followed up on implementation changes, escalated to supervisors when necessary
- ❖ Coordinated stakeholder requirements alignment and prioritization, collaborated with solution delivery teams to advise business stakeholders on implementation options
- ❖ Organized workshops and training events for a large number of participants, managing professional development and training of staff; worked on fitment analysis and created training documents for Salesforce platform implementation

## PREVIOUS WORK EXPERIENCE

### **Senior Salesforce Consultant | Quotient Four Technologies | Nov'16 to Apr'19**

#### **Client: Dormakaba**

- ❖ Analysis of the Requirements and writing FRD, BRD, User stories.
- ❖ Working with the project manager closely to get insight of the project. Describing assumptions and scope boundary.

- ❖ I was involved in the development of UI for few Modules.
- ❖ Assist sales with developing prototype demonstrations, as well as managing and completing system configurations and setting up users and respective admin tasks.
- ❖ Carrying out Salesforce administrative work such as data entry, list uploading, list cleansing, reports, etc.

**.Net Developer | SM Netserv Technologies | Feb'15 to Sept'16**

**Client: E-claim, Client: CB (Career Builder)**