**Atieh Akbar**

**5220 Fiore Terrace, San Diego, CA 92122.**

**Cell: 619-888-7744**

**Email:** [**atieh.akbar@gmail.com**](mailto:atieh.akbar@gmail.com)

**Highlights**

* 7+ years of experience as Salesforce Business System Analyst and Administrator in CRM space
* Certified Scrum Master
* Proficient in developing Business Requirement Documents (BRD), Functional and Non-Functional
* Requirement Documents (FRD) and trace-ability matrix for development team
* Great knowledge in transferring business requirements to technical documents
* Good knowledge of Waterfall and Agile methodologies
* Proficient in using Agile Scrum methodologies, following sprint/standup sessions and used excel extensively to write user stories, analyzed the Iteration Burn Down charts and reviewed defects
* Conducting interviews with users and Joint Application Development (JAD) sessions for gathering requirements and developed use cases in UML using MS Visio
* Strong analytical, problem- solving and communication skills with emphasis on clear, detailed Business Requirements and Functional Specifications, as well as reports for management
* Ability in utilizing KPI skills for BI (Business Improvement) analysts
* Experience working in a matrix team environment and cross functional business environment
* Extensive experience in analyzing organization processes, converting business workflows into exact Salesforce.com (SFDC) workflows and configuring Salesforce.com to meet business requirements
* Proficient in facilitating and performing User Acceptance Test (UAT) by working with internal and external Users and obtaining delivery approval for the project
* Hands on Experience in creating System Automation (Business Process, Work Flow, Approvals, etc.) Custom Objects, Custom fields, Page layouts Custom Tabs, Reports and various other components as per the client and application requirements
* Extensive business knowledge and customization experience on various Salesforce.com platforms, Sales Cloud, Service Cloud, and Community Portals

**Programming and Software Skills**

**Software Models, Methodologies:** Waterfall, Prototyping, Agile (Scrum and Kanban)

**Certification:** Certified Scrum Master   
**Business Modeling Tools:** MS Visio  
**Wire framing Tool:** Balsamiq, Axure  
**Defect Tracking Tools:** JIRA, TFS Microsoft, HP ALM  
**Databases:** SQL Server

**Web Application Platform:** SharePoint   
**Desktop Tool:** MS Excel, MS Word, MS PowerPoint, and Photoshop

**Languages**

* English: Full professional proficiency
* Farsi: Fluent

**Education**

* MBA-Finance/ National University of San Diego, GPA 3.67 out of 4 2011-2012
* Qazvin Azad University, Qazvin, Iran Master of Architecture 2008-2010
* Materials Science Engineering/ Iran University of Science and Technology 2001-2006
* Certified Scrum Master License# 00498875 – Scrum Alliance
* DocuSign University, Certified DocuSign Admin to leverage the DocuSign for Salesforce tools
* In Progress – Salesforce ADM 201

**Professional Experiences**

**Teradata** May 2018 - Present

**Senior Salesforce BSA/ Admin**

* Sales Cloud Lightning implementation for 2k+ global users
* Greatly involved as BSA and Admin for Salesforce configurations (OWD's, Role
* Hierarchy, Sharing Rules, Permission Sets, Process Builders, Territory Assignments)
* Reporting (Opportunity funnel, Dashboards)
* Gathering requirement for Salesforce Einstein Analytics implementation and Power BI tool
* Leveraged Revegy Application for account planning tool
* Utilized Think Bing Analytics solutions integrated in Salesforce to provide better directions to Sales Reps
* Used ServiceNow to support great amount of daily Salesforce tickets, cleaned up the backlog from 1 year of tickets, and created great customer satisfaction result
* Used Jira extensively to support continuous delivery requests
* Successfully implemented Salesforce and Finlistics integration to provide accurate Financial Data on the related accounts

**ICW Group (6 Months Contract with Skill Storm) Nov 2017 – May 2018**

**Senior Salesforce Lead**

* Work with clients and end users to gather, understand, and define business requirements
* Develop user stories and to-be process flows to support the design and development of Salesforce solutions
* Work collaboratively with team members to design a solution that will meet a client’s business requirements and fulfill user stories
* Complete the configuration for user stories within Salesforce, AppExchange products, or other cloud-based technologies
* Collaborate with developers to test and verify that solutions will meet the business requirements
* Participate in key meetings with clients including requirement sessions, system demos, user acceptance testing, and end user training

**LPL Financial (5 Months Contract with Collabera) May 2017 – Sept 2017**

**Senior Salesforce BSA/Scrum Master**

* Lead design discussions with users, technical and functional stakeholders to analyze Salesforce functional, technical, integration and data needs and clarify, refine and document requirements
* Critically evaluate information and data from multiple sources.  Reconcile differences and troubleshoot issues.  Be adept at decomposing high-level business needs into Salesforce requirements and explaining detailed technical concepts at a high level
* Collaborate with developers, product managers, subject matter experts and users to communicate the proposed solution vision and analyze tradeoffs between usability and performance needs
* Strong analytical and product management skills required, including a thorough understanding of how to translate requirements into application and operational deliverables
* Research business requirements, document enhancement user stories, test cases and collaborate with SFDC developers to estimate level of effort
* Devise Salesforce solutions based on business problems. The designs include requirements documentation, graphical representations, and presentations that describe the desired solution or product feature. Documentation will include business process flows, security access matrix, data mapping tables, integration diagrams, RACIs, application prototypes, user stories and specific, testable functional requirements
* Extensive use of wire framing tool like Balsamiq
* Be a liaison between the application development team, other technology teams and product managers
* Using Solid understanding of project management practices, SDLC and Agile deliverables, manage requirements delivery to: create and review backlog, plan sprint releases, manage releases builds and deployments, manage release expectation and communication with product management and users
* Manage change control process to help prioritize and estimate enhancements requests.  Lead user advisory board and review sprints
* Assist business Super Users with creating Salesforce reports, dashboards, email templates

**Hewlett Packard Enterprise (6 months’ contract with Randstad) December 2016 – May 2017**

**Senior BSA/SCM**

* Assessing the Scrum Maturity of the team and organization and coaching the team to higher levels of maturity, at a pace that is sustainable for the team and project
* Guide and coach both the Kanban Team and the Development team on organization, usage of Agile/Scrum practices and values to bring value to the customers
* Support the Product Owner and Delivery Manager in grooming the product backlog and monthly the 30-60-90 release roadmap based on the typical scrum standards using priority of stories and story estimates/sizing
* Schedule / facilitate sprint planning meeting(s) prior to the beginning of each sprint   
  Schedule and facilitate daily stand up meetings
* Facilitate addition or removal of stories based on burn-down within the current sprint as agreed with PO
* Represent the team daily at the Scrum of Scrums meeting to report progress against Kanban chart
* Facilitate retrospective meetings at the end of each sprint, ensure highest priority retrospective points are followed up on and closed out
* Monitor team backlog daily and ensure it accurately reflects the current state, including time to be burned and status
* Coordinate as needed with project management team
* Strong drive to complete when faced with ambiguity
* Ability to facilitate impediment resolution in a timely, cost effective manner
* Removing impediments or guiding the team to remove impediments by finding the right personnel to remove the impediment.
* Facilitating discussion, decision making, problem solving and conflict resolution
* Assisting with internal and external communication, improving transparency, and radiating information for better visibility

**BofI Federal Bank September 2015 – December 2016**

**Senior Business System Analyst and Senior Scrum Master**

* Experienced in Scoping Phase, Gap Analysis, Testing, and Implementation Phase on SharePoint and Salesforce projects
* Strong Requirements gathering experience using JAD Sessions & Conducting User Interviews, and preparing functional documents like Use Cases, Software Requirements Specifications (SRS) SharePoint and Salesforce projects
* Planned and conducted requirements elicitation meetings with the business to collect functional and non-functional requirements relating to client's Salesforce technology enhancement and initiatives
* Full successful implementation of Salesforce Apps including Marketo for Lead and Campaign management
* Creating wire framing prototype using Axure
* Successful implementation of Qualtrics application on Salesforce for sending out surveys and gathering clients feedback
* Conducted brainstorming sessions with the development team to actively involve them during the requirements stage level analysis.
* Collaborate with Business Sponsor to define scope of SharePoint projects and timelines associated with completion of project.
* Conduct meetings and facilitate collaborative discussions for requirement changes and new functionality needs
* Being involved in the full implementation of SharePoint project
* Assist with project implementation and control monitoring process related to quality assurance (QA) and user assisted testing (UAT).
* Worked with PMO team in defining project delivery methodology and templates.
* Facilitated project status meetings and provided weekly status reports to all stakeholders.
* Strong knowledge & experience working in teams implementing Agile Methodologies
* Extensive knowledge of Salesforce.com implementation cycle in Sales, Marketing and Service cloud
* Testing the functionality of the application after major deployments
* Responsible for developing business requirement document and user stories.
* Demonstration of SharePoint requirements to the business owner and end users.
* Ability to effectively handle multiple tasks, changing priorities, stressful situations and complex assignments.

**AMN Healthcare (10 months’ contract with Beacon Hill Staffing) December 2014 – September 2015**

**Senior Salesforce Business System Analyst**

* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Reports and Opportunities.
* Designed, Implemented and deployed the Custom objects, Page layouts, Custom tabs, and Components, to suit to the needs of the application.
* Provide references for users by writing and maintaining user documentation; providing help desk support; training users through UAT sessions
* Creating SQL queries on Salesforce platform
* Utilizing agile methodology and techniques (i.e. Kanban, Scrum Methods) for gathering requirements and facilitated user stories workshop. Documented User Stories to analyze the level of effort on project specifications
* Participated and contributed in daily scrums, Sprint meeting and Sprint review meetings
* Responsible for delivering multiple projects on time, which is inclusive of interfacing with staff of all levels within the organization for business requirements gathering, project planning, translating business requirements into process, reporting technical specifications, documentation and gathering stakeholder approvals to meet evolving business objectives that ensure the successful implementation of deliverables through the entire project lifecycle (from Discovery phases through Implementation and Post-Deployment Support)
* Build and maintain strong support, and act as key interface point, with cross functional teams both SMEs and IT team (IT, PMO, etc.) as well as with external partners
* Writing BRDs that articulate and forecast details of use case scenarios
* Identify opportunities for process re-engineering and strategic growth
* Maintains awareness of business process and technology solution best practices
* Creating monthly release notes to communicate more efficiently with the stakeholders regarding the new
* Revised business performance metrics in collaboration with IT, which increased transparency on sales key factors
* Involved in all aspects of Deployment phase including migration of configuration/code, production data migration, and interface go-live

**Stratos Wealth Partners (LPL Financial Back Office), San Diego,** November 2013 – December 2014

**Salesforce Business Analyst & Salesforce Admin**

* Involved in Salesforce.com application setup activities and customized the apps to match the functional needs of the organization.
* Developed various Custom objects, Tabs, Entity-Relationship data model, Validation rules, Components
* Performed all the duties as a Scrum Master from leading sprint planning meetings to daily scrums, creating a product backlog, maintaining task boards, organizing ‘Shown Tell’ with functional team as well as internal team
* Managed billing of revenue from all different platforms, auditing and reporting to advisors using Black Diamond as the billing tool
* Ensure compliance with operational policies and standards
* Track, measure, and resolve performance issues and risks
* Perform financial and administrative activities including reporting, reviewing, estimating, and analysis.
* Identify and implement continuous improvement initiatives to increase business efficiency
* Create automatic mail merge and email merge system to send campaigns or reports to clients on regular basis
* Assisting clients in opening new life and term insurance policies by getting quotes, filing out preliminary and final application, and being liaison between client and underwriter
* Segmenting all book of clients for all advisors based on AUM and client/advisor relationship
* Creating system management tools and client relations standards such as sending birthday cards or gifts, welcome package to new clients, sympathy cards, anniversary cards, and etc. based on client’s segment.
* Assisting advisor with comprehensive financial planning process and gathering information from clients to support clients to achieve their financial goals and objectives using e-money advisor tools such as Wealth vision

**The Retirement Group, San Diego, CA January 2013 – November 2013**

**Salesforce Business Analyst**

* Working with Salesforce, and its CRM categories, like sales cloud and service cloud
* Work closely with prospects/clients to identify technical requirements and technical infrastructure for CRM based enterprise solutions.
* Customizing the different configuration of CRM application in Salesforce, based on the company’s requirements
* Participated in sprint planning, daily scrums, testing, retrospectives and sprint reviews
* Gather and analyze the documents from different sources and send them to the back office
* Identify and discuss requirements with financial advisors
* Ensure all triggers and data are available for filing and reporting
* Tracking changes to Files and Reports that result from other projects in the program

**GabCo LLC, San Diego, CA February 2012 – Jan 2013**

**Salesforce Business Analyst**

* Performed multiple roles as business analyst and administrator in the project
* Requirement gathering from business users & analyze business requirement
* Prepared Business Requirement Documents and Project Plan
* Customize Salesforce for Campaign management, Contact Management & List Management
* Customized Standard Object like Account, Contact and Campaign Member and Created Custom Objects
* Facilitate daily scrum, sprint planning and sprint retrospectives meeting
* Involved in creating functional specification documents for the design, development and implementation of the project
* Analyzed and documented Business requirements and detail design of the software for full understanding of the business
* Participated in JAD sessions to allow different stakeholders to communicate their perspectives with each other, resolve any issues and come to an agreement quickly

**Farmers Insurance Feb 2011 – Jan 2012**

**Junior Business Analyst**

* Analyzing current and past sales data and performance based on the sales activates
* Design email templates and blast to various lists
* Coordinating and attending meetings
* Preparing reports and analyze the data - Weekly target
* Working in cross functional environment – Including sales agents, customers, and other functional unit personnel
* Support team in implementation and acceptance process
* Ensure that deliverables are in compliance with statement of work