**PRIYADARSHINI BALA**

* Experience in salesforce and related technologies and worked on projects in Sales Cloud and Service cloud as a Business Analyst.
* Over 7 years of experience with in Salesforce.com CRM and related technologies.
* Business analysis experience includes, but not limited to, Business Process Modeling, requirements gathering, gap analysis, application design, Business requirements documentation, coordination with cross functional teams, risk assessments, module setup, UAT scripts authoring, writing procedure documents, training end user, and involvement production support
* Experienced in Salesforce Classic and Lightning. Worked on reports and analytics.
* Worked with Leads, Cases, Opportunities and Campaign Management and other standard and custom objects.
* Worked on Requirement Gathering and capturing User Stories and converting into functional requirements. Obtaining sign-off on agreed requirements.
* Technically competent to interact, empathize and work with technology partners. Experience in coordination of Technical Solution design approvals, evaluating the urgency of task, perform Root Cause Analysis and triage before escalating to different levels.
* Worked on Security Settings and User Setup based on licensing and Role Hierarchy.
* Worked on Production deployments using Change Sets (inbound/outbound).
* Strong Knowledge in Salesforce Customization, Approvals, Validation Rules, Customer Service and Support Administration.
* Experience in working with Agile/Scrum environment and methodologies.
* Knowledge on Change Management process and tools to track versioning.
* Excellent communication and inter-personal skills, accustomed to working in both large and small team environments.
* Ability to deliver multiple tasks on a tight deadline.

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| **Skills** | | |
| **Technologies** |  | Salesforce CRM, Sales and Service Cloud, B2B Commerce, Marketing and Health Cloud, Objects and Fields, Workflow Rules & Approvals, Process Builders, Call center, Formula Fields, Record Types and Page-layouts, Profiles and Permission Sets, Security and Sharing Settings, Change Sets deployment, Salesforce Classic and Lightning, Process Builder, CPQ, Products and Pricebook, Quotes, Communities, Marketing Tools and Automation, Mass Emails |
| **Integration Tools** |  | Force.com DataLoader, Force.com Platform (Sandbox, and Production), Salesforce1 or Salesforce mobile app, Mailchimp |
| **Softwares /IDE** |  | Eclipse 3.4.1, My Eclipse 7.0 , MS Office 2010 (Word, Excel, Powerpoint), Eclipse, HTML, BaseCamp, Milestones PM |
| **Methodologies** |  | Waterfall, Agile, Agile-Waterfall Hybrid, Scrum, XP, DevOps |
| **Project Management** |  | Microsoft Project, Microsoft Office, JIRA, Azure DevOps |

**Education Details:**

Bachelor’s in science, 2008

Osmania University, Hyderabad, India

**Experience and Trainings:**

**Optum Inc: El Segundo, California April 2022 to Current**

**Salesforce Business Analyst/Administrator**

***Environment:*** Health Cloud, Call center, Customer service, Case management, Patient Card Configuration, Support, Flows, Reports, Standard and Custom Objects, Record Types and Page-layout Assignment, Custom Tabs, Validation rules, Email Services, Security Controls, Data Loader, Service now, Azure DevOps.

***Responsibilities:***

* Working on requirement gathering & updating user stories or features accordingly in Azure DevOps.
* Involved in Business requirements and discovery sessions while talking with new groups.
* Create process flows to describe current state and future state to business users.
* Identify gaps and work on improving the process by giving demos.
* Work with developers and testers in answering any questions they may have on requirements.
* Participate in Sprint sessions starting with Backlog grooming to Sprint Retrospective.
* Create Sprint goals document and provide to team before sprint begins.
* Created email templates as per business requirements for different groups of users.
* Created Support Portal for users to reach out while facing issues/errors.
* Worked with team in enhancing page layout by using lightning web components.
* Configured Reports & Dashboards for different group of users based on user profile and business requirements.

**Independent Health: Buffalo, New York June 2020 to August 2021**

**Salesforce Business Analyst**

***Environment:*** Salesforce.com platform, Sales and Service Cloud, Call center, Workflow & Approvals, Process Builders, Reports, Standard and Custom Objects, Record Types and Page-layout Assignment, Custom Tabs, Validation rules, Email Services, Security Controls, Data Loader, Products, Quotes, Data.com Duplicate Management, Eclipse, Salesforce Communities, JIRA, Visio, Sandbox.

***Responsibilities:***

* Responsible for requirement gathering and development of scope documents.
* Collaborates with CRM system developers to maintain, create, and update user roles, security, profiles, workflow rules.
* Provide deployment, training, and change management support to business users.
* Work closely with business leadership to respond to, and proactively identify, challenges or gaps that can be solved with system and/or process improvements
* Manage functional testing cycles including test case creation/planning, status reporting, and test execution.
* Troubleshoot and facilitate issue resolution by suggesting techno-functional workarounds and debugging logs if necessary.
* Assist with front-line support for 150 Salesforce.com users, including responsibility for user support / training. Co-ordinated with Salesforce.com support on open cases for better resolution and closure.
* Developed Epics and User stories and documented the same in JIRA.
* Developed and deployed **Workflows & Approvals** wherever necessary.
* Created **Email templates** and inbound emails using **html/text** for the clients and customers.
* Developed and configured various **Custom Reports** and **Report Folders** for different User profiles based on the need of organization.
* Based on business requirements, created, and assisted in development/enhancement of **Page Layouts**, **Search Layouts** to organize fields, **custom links**, **related lists,** and other components on a record detail and edit pages.
* Used **Data Loader** to make bulk upload of client data. Used Matching rules for duplicate management
* Involved in setting up **Role hierarchy** and assigning the **users** as per the roles.
* Experience in working with **Agile/Scrum environment** and methodologies.
* Migrated data from csv files to SFDC using data loader.
* Worked with Production support team and fixed the issues on On-Demand basis.
* Used Sandbox for Testing and migrated the code to the deployment instance after testing.
* Involved with Salesforce.com Premier Support and handled the support cases with the help of Salesforce.com.

**AXA: Newport, New Jersey January 2020 to June 2020**

**Salesforce Business Analyst**

***Environment:*** Salesforce.com platform, Customization using Apex and Visualforce, SOQL, Workflow & Approvals, Web-to-Lead, Cases, Profiles and Permission Sets, Change Sets, Apex Dataloader, Reports & Dashboards, Eclipse, Windows XP, JIRA, Mass Emails, Sandbox.

***Responsibilities*:**

* Worked on Salesforce.com customizations using standard and custom components.
* Documenting User stories and conducting meetings to gather/discuss requirements.
* Develop, run, update and export salesforce.com reports, analytics and dashboards to support and monitor daily activity and key performance measures
* Establish and implement best practice procedures for system maintenance and optimization, configuration development, testing, data integrity, backups, etc.
* Designed, and Implemented the Custom Business objects, Entity-Relationship data model, Page layouts, Custom tabs, Components to suit to the needs of the application and business needs.
* Created user Roles and Profiles and given them Security controls and shared settings.
* Implemented pick lists, dependent pick lists, lookups, junction objects, master detail relationships.
* Designed and developed workflow rules and Approval process for the application by implementing field updates and Email alerts as per the requirement.
* Developed several Custom Reports to better assist managers and created report folders to provide report accessibility to appropriate personnel.
* Designed various types of email templates for auto response to customers.
* Identify fixes for defects and capturing resolution in the defect tracking tools.
* Used the sandbox for unit testing and assisted Business Users in CRM Deployment validation testing.
* Created supporting documentation for application development tasks that includes Salesforce.com customizations.
* Involved in the training sessions to the internal business users to use the application and develop their own custom report.
* Worked with CRM Application Development Team to complete development, test support and deployment activities.

**Prudential: Newark, New Jersey June 2016 to Dec 2019**

**Salesforce Business Analyst / Administrator**

***Environment:*** Saleforce.com platform, Lead Conversion, Apex Language and SOQL, Visualforce, Workflow & Approvals, Reports and Dashboards, Custom Objects, Record Types, Custom Tabs, Email Services, Security Controls Pages, Data Loader, Sandbox Management, HTML, Java Script, Eclipse, Windows XP

* Involved in **requirement gathering**, **analyzing** the information, **documenting** the functional requirements.
* Created new Salesforce users and maintained existing users. Ensured that users had visibility only to respective data elements.
* Helped to automate some business processes by creating **workflows** (email notification/fields/updates/tasks).
* Created the **Dashboards**, **Reporting Tabs** and **Pages** based on the available data.
* Created **Users**, **Queues**, **roles**, **public groups** and implemented **role hierarchies**, **sharing rules** and **record level permissions** to provide shared access among different users.
* Provided on-going support to identify, troubleshoot and quickly relay production issues to team.
* Strong functional & analytical skills in understanding the **Business Processes** &**CRM** objectives and recommending the "right-fit" solution.
* Provided training to end users after major go-live and deployment of requirements.

**ADT, Mount Laurel, New Jersey Jan 2014 to May 2016Salesforce Business Analyst / Administrator**

***Environment:*** Saleforce.com platform, Contact and Case Management, Quote Generation using CPQ, Data Loader, HTML, Java Script, SVN, Workflow & Approvals, Reports, Eclipse, Windows XP, JIRA, SharePoint, Visio

* Interacted with various business team members to gather the requirements and documented the requirements.
* Worked on Account & Contact Management, Opportunity Management, Product Management, Price Books, Campaign Management, Security, Roles & Hierarchy.
* Implemented mass data loads and pre-deployment testing in sandbox.
* Onsite and Offshore Coordination.
* Present data in visually attractive reports and dashboards to analyze trends etc.
* Collaborate with the IT Architects, Lead Developer to ensure business processes are aligned with enterprise architecture and application standards
* Providing subject-matter expert’s input throughout the whole life cycle of Salesforce change development process.
* Working with testing manager to define test cases.
* Worked on advanced workflow rules & Approval processes.
* Designed Test Scenarios and Expected results for the Use Cases and documented them.
* Assisted on implementing new business logic using workflows, formula fields etc.
* Customized page layouts, search layouts to organize fields, custom links, related lists, and other components on record pages.
* Used the Change Sets to deploy code between the Sandbox and Production environments for final implementations and prepared Deployment documents.
* Used Data loader for updating data and to establish data relations between standard and custom objects.

**Certifications:**

Certified Salesforce Administrator