**Sindhuja Jagarapu**

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**PROFESSIONAL SUMMARY**

* Years of experience as a Salesforce expert, specializing in Administrator and Business Analyst.
* Proficient in gathering requirements through JAD sessions, conducting user interviews, and preparing detailed functional documents like Use Cases and Software Requirements Specifications (SRS).
* Expertise in business process mapping, and providing system-based solutions to improve efficiency.
* Along with ability to gather Business/Functional user requirements, creating Use Cases as per user requirements.
* Expertise in Scoping Phase, Gap Analysis, Testing, and Implementation Phase within Salesforce ecosystems.
* Proficient in SDLC methodologies including Agile (Scrum/Kanban) and Waterfall.
* Extensive experience in system administration functions such as creating custom objects, fields, page layouts, validation rules, and automation processes user management (profiles and roles), validation rule configuration, record types, picklists, page layout management, mobile setup, data management (uploads), email templates, folder management, and public groups, as well as other configuration items.
* Experience in querying Salesforce.com database using SOQL queries.
* Experienced in implementing Master Detail and Lookup Relationships on Custom as well as Standard objects.
* Trained and supported end users on the use of Salesforce, including best practices and troubleshooting.
* Experience working with Salesforce.com sandbox and production environments.
* Extensive experience in Salesforce customization, including creating custom objects, fields, page layouts, validation rules, and automation processes.
* Skilled in managing Salesforce data migration projects using tools like Data Loader, Import Wizard, and Informatica Data Loader.
* Experienced in generating and analyzing custom reports and dashboards to provide key performance insights for management.
* Expertise at developing and implementing process enhancements through automation, including workflows, approval processes, and escalation rules.
* Strong knowledge of Salesforce implementation cycles across Sales, Marketing, Service, and Support modules.
* Involved in handling multiple projects to understand the business needs and objectives of the system and interacted with the end client/ users and stakeholders, and gathered requirements for the integrated system.
* Strong background in Salesforce testing and administration, ensuring robust and effective SaaS application implementations.
* Excellent communication and interpersonal skills, experienced in collaborating with both technical and non-technical stakeholders.

**TECHNICAL SKILLS**

* Salesforce Technologies: Profiles, Workflows, Process builder, flows, Security Settings, OWD Settings, Approval Process, Reports and Dashboards, SOQL, SOSL, Triggers, Visualforce pages, lightning.
* Propel PLM
* Veeva System
* Tools: Force.com IDE, Data Loader, Jira, Service Now.

**CERTIFICATIONS**

* Salesforce Certified Administrator
* Salesforce Business Analyst

**EDUCATION**

* Bachelors in Electronics and Communication Engineering (ECE), JNTU – Kakinada, India 2010 - 2014

# WORK EXPERIENCE

**Guardant Health, Palo Alto, CA**

**April 2023 – Present**

**Salesforce Administrator and Business Analyst**

* Interacted with various business team members to gather the requirements and documented the requirements.
* Participated in Requirement Gathering Sessions & JAD Sessions. Reviewing the test cases provided by the QA team and providing feedback.
* Created user Roles and Profiles and sharing settings.
* Managed project schedule and plans for Salesforce implementation, ensuring timely delivery and adherence to project milestones.
* Coordinated with business stakeholders to facilitate requirement analysis and product backlog creation, ensuring alignment with business objectives.
* Led design sessions and demos to showcase Salesforce functionalities, gathering feedback for continuous improvement.
* Developed comprehensive user training materials and facilitated training sessions to ensure effective adoption of Salesforce solutions.
* Used field level security along with page layouts to manage access to certain fields.
* Designed and deployed Custom tabs, Validation rules, and Auto-Response Rules for automating business logic.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Developed automation workflows to send personalized emails based on customer requirement.
* Analyse email performance metrics like open rates, click-through rates, and conversion rates using Marketing Cloud reports and dashboards.
* Created new custom objects, assigned fields, designed page layouts, custom tabs, components, custom reports.
* Administered Salesforce CRM applications for Sales, Marketing and Support Departments. Involved in creating multiple analytical reports and Dash boards.
* Promoted and led an open, transparent, and respectful team environment with knowledge of agile and scrum to help teams on their journey to continuous improvement.
* Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into salesforce.com, checking for integrity of the data.
* Used SOSL and SOQL queries during the data migration and custom development.
* Customized agile methodology in a service based.
* Analysed the business processes for the different divisions in the organization that are using sales force.
* Redesigned the old sales force architecture to new design based on best practices.
* Organized business and end user meetings for discovery, business needs gathering and gap analysis.
* Focused on Cycle time reduction during the process between the leads through opportunities, processing, funding, underwriting and till post-closing.
* Set up visibility securities like roles, profiles, field level securities. Set up person accounts in sandbox.

**Sid Information technologies, Visakhapatnam, India**

**Sept 2019 – Feb 2023**

# Salesforce Administrator

* Assisting team for application issues during the business operations.
* Analyzed business requirements based on SLA and resolved case requests including configuration/ customization of objects, fields, profiles, permission sets, public groups, roles, role hierarchy, field-level security, record types, and identification/documentation of bugs.
* Performs system administration functions such as user management (profiles and roles), field and validation rule configuration, record types, picklists, page layout management, mobile setup, data management (uploads), email templates, folder management, and public groups, as well as other configuration items.
* Work with custom workflow, notifications, approval processes, flows, and Lightning Process Builder.
* Develop reports and dashboards for various teams and departments throughout the organization. Guide them with self-service report writing and dashboard maintenance.
* Experience in Data Management tools like Workbench, Data Loader, Salesforce Inspector.
* Experience in querying Salesforce.com database using SOQL queries.
* Experienced in implementing Master Detail and Lookup Relationships on Custom as well as Standard objects.
* Trained and supported end users on the use of Salesforce, including best practices and troubleshooting.
* Experience with Sales Cloud and Service Cloud Functionalities.
* Extensive experience on working with standard objects like Accounts, Contacts, Leads, Opportunities, cases, Reports& dashboards, Campaigns, Products, Orders, Forecasts.
* Expert in implementing security and sharing rules at object, field, record level for various users at various levels of organization.
* Handling data load tools like Data loader, Salesforce Inspector and Demand Tools.
* Experience working with Salesforce.com sandbox and production environments.
* Excellent Communication skills, good team player with ability to work as a part of both large and small teams.

**Tata Consultancy Services (TCS), Bangalore, India**

**Sept 2018 to July 2019**

**Techno functional Consultant**

* Experience with providing both technical and functional support for Stryker systems in all ERP modules (Distribution and Finance).
* Giving solutions to the user query which has been raised in Service Now.
* Gathering requirements from all department users and creating change requests based on the feasibility of requirements.
* Analyzing the effort estimation of the new development and customizations.
* Interacting with the users to understand the issues deeply to provide the best feasible solution.
* Monitoring batch/scheduled jobs in the cloud and reporting.
* Involved in migrating from QAD eb2.0 to QAD eb2.1 version.
* Involved in data imports and exports through CIM programming.

**ITTI Pvt Ltd, Bangalore, India**

**Apr 2015 to Aug 2018**

**Systems Engineer**

* Understanding the business requirement and providing the solution.
* Giving solution to the user within the SLA time.
* Acknowledge the ticket from the ticketing tool Service Now.
* Accepting any new changes during the project and providing solutions.
* Development of utility and report programs.
* Developed programs to generate XML files.
* Support for Invoice posting if any files are missing from itax application.
* Involved in migrating from itax to Mfgpro eb2.1 version for invoicing and reporting.
* Involved in developing and implementing Goods and Services Tax (GST) in the system which was introduced newly by the government.
* Developed custom import program which takes multiple CSV files as input and creates a single XML file. Load the XML file using standard CIM load program.
* Experience in writing technical specifications, test case & results and user manual documents.