

## BUSINESS OPERATIONS ANALYST

### Summary

Solutions-oriented IT professional possessing a unique combination of skills, including business analysis, quality assurance testing and applications administration experience in top-tier information technology, telecommunications and financial organizations. Expertise in Salesforce.

### Highlights

- Product requirements documentation
- Hardware and software upgrade planning
- Scrum methodology
- JIRA
- Technical writing
- End-to-end product lifecycles
- MS Visio
- MS Project
- Layout and design
- Working with large data sets
- System administration
- Software Development Life Cycle principles (SDLC)
- Microsoft Exchange 2010
- Windows XP
- Microsoft Office Suite
- SharePoint
- Business process improvement
- Business systems analysis
- Functional requirements
- User acceptance testing
- Technology architecture analysis
- Requirements gathering
- Active Directory
- Cloud computing
- Reports generation and analysis
- Process improvement
- Salesforce reports expert
- APA formatting
- Copyediting
- Fact checking
- Microsoft Excel proficiency
- Systems implementation
- Microsoft Office Suite expert
- Data warehousing and analytics
- Self-directed
- Decisive
- Collaborative
- Troubleshooting
- Critical thinking
- Efficient data management
- Strong communication skills
- Managing tight deadlines
- Working independently
- Leadership
- Deadline-driven
- Exceptional problem solver
- Focused and driven
- Positive attitude
- Sound judgment
- Self-starter
- Quick learner

### Accomplishments

- Automated repeatable tasks where possible to increase efficiency.
- Managed complex process migrations from Excel to Salesforce, increasing user adoption by 50%.
- Prepared design specifications, developed reporting and analytics, tested and managed user adoption.
- Collaborated with Professional Services teams to design and implement Salesforce enhancements increasing project management efficiency by 30%.
- Developed method to streamline and train on a New Group Implementation process that minimized the new group set-up time from two weeks to 48 hours
- Drafted 70 Salesforce reports and 7 Salesforce dashboards in a 4-week period diagramming client product portfolios, customer support KPIs, product gaps and contract information.

### Experience

Business Operations Analyst 03/2014 to 06/2015 Paypal Blandon , PA

• Create and maintain reports and dashboards for Services Business Operations, Global Accounts, Customer Services and Professional Services Organizations

• Automate Excel-based reports in Salesforce

• Perform data analysis and forecasting

• Process mapping

• SFDC data integrity enforcement

• SFDC release management and testing (Agile)

• Recommend and implement best practices

• Work closely with SFDC Development to translate business requirements into SFDC processes

• Coordinate SFDC UATs and perform SFDC Usability and Regression Testing

• Provide SFDC training

• Worked with SSET Team to develop process to extract data from MS Access and import to SFDC

Salesforce Consultant 01/2014 to 02/2014 Publicis Groupe Chicago , IL

- Perform SFDC audits
- Recommend third-party SFDC applications
- Data scrub
- Translate business goals to SFDC requirements
- Provide SFDC training

CRM System Administrator 12/2012 to 07/2013 Brown University Providence , RI

- Managed Enterprise Salesforce platform for <150>
- Create and customize Sales and Marketing metrics, Financial Reports, Forecasts, Pipelines and Dashboards for all staff levels
- Recommend techniques to better manage reports and dashboards
- SFDC data integrity enforcement
- Responsible for management and implementation of all SFDC modifications
- Regularly meet with Executives to gather clear business requirements
- Diagram business model workflows as they relate to SFDC
- Translate business requirements into SFDC processes
- Create and maintain SFDC users, profiles and roles
- Work with Executives to develop SFDC best practices
- Train new and existing end users on the Salesforce.com application
- Assist with creation and maintenance of departmental SFDC training manuals
- Work with SQL Developer to maintain SFDC and SQL environment communications and reporting
- Begin work for SFDC migration to Microsoft Dynamics
- As needed, provide application support to external clients

Database Manager 10/2011 to 11/2012 United Way Of America Park City , UT

- Managed non-profit Enterprise Salesforce platform for <100>
- Working knowledge of Apex coding, force.com, data.com, AppExchange, reports, and other Salesforce products
- Development of "best practices" in data management and preserving data cleanliness
- Design, diagram and implement business processes
- Transfer business processes into SFDC
- Working with and leading Salesforce development team on code design and development of custom projects
- Tier-I/Tier-II Desktop support
- Designed and implemented IT ticketing system in SFDC
- Mass Care Task Force MCTF committee member
- Manage, test and implement tabletop exercises, call center testing and disaster drills
- Salesforce report and dashboard design and creation
- Development of a standardized processes for all items related to Salesforce and the portal
- Manage volunteer management website development
- Managed development tasks using Agile process in Jira
- Manage disaster database operations for the Mass Care Task Force (MCTF)
- Coordinate and lead UATs for SFDC releases
- Process UAT results and make necessary release revisions to SFDC
- Assist in day-to-day operations in the Information Technology department

Sales Assistant II 02/2007 to 05/2011 Anthem, Inc. Norfolk , VA

- Created new group implementation process documentation, RFPs, benefit proposals and summaries
- Created sales reports, broker activity spreadsheets, and documented various sales processes
- Extremely advanced use of Excel (reporting, member record creation)
- Became well-versed in many aspects of the insurance arena to become an asset to the Sales organization, as well as the Operations and IT

organizations

- Developed central documentation repository for new group implementation processes
- Extensive use of PEGA, WellQuote, SourcePoint, iAvenue, MS Access, Ariba
- Assessed complex customer/billing issues and devised effective solutions
- Developed method to streamline and train on a New Group Implementation process that minimized the new group set-up time from two weeks to 48 hours
- Implement and manage SharePoint site for Springfield Sales/Marketing department
- SharePoint and WellQuote expert qualified to train employees and assist with system implementation

Administrative Assistant 06/2006 to 02/2007 Partners Healthcare System Hingham, MA

- Assistant to the Director of Membership & Billing and to the Director of Customer Service
- Responsible for monthly Org. Chart maintenance and reporting; Expense report creation/submission and expense tracking for Directors
- Assist HR Manager with new hire paperwork
- Anthem Blue Cross and Blue Shield Associate Giving Campaign Chairperson - 2006
- Work closely with Human Resources/Directors/ Managers when dealing with sensitive materials and must maintain professionalism and confidentiality at all times

Education

Bachelor of Science : Communications 2013 Evangel University City, State

Additional Information

LinkedIn: [www.linkedin.com/in/denaautrejohnson](http://www.linkedin.com/in/denaautrejohnson)

Skills

Network Management: ActiveDirectory, Exchange

OS: Microsoft Windows XP, NT, 2000

Phone Systems: Nortel Meridian/Venture/Norstar, Lucent Avaya, ShoreTel

Software: Salesforce.com, FinancialForce.com, MS Office, Crystal Reports, SourcePoint, SharePoint, Visio, FrontPage, Dreamweaver, Scopus 3.1/5.0, Remedy 4.0+, PeopleSoft 8, Clarify, ROCI, Lotus Notes, Vantive, Telegence, PeopleClick, OPUS, Ariba, iAvenue, WellQuote, PEGA, CRE, Facets, Tableau, SFDC Wave Analytics Cloud, CMDB, ServiceNow