PRIYANKA VIJ KASHYAP

Business Analyst | Salesforce CRM | Digital Transformation

Right to work in the UK
Email: priyankavij6@gmail.com
Phone: +44-7442643900
Location: Nottingham
LinkedIn: LinkedIn.com/in/priyankavij/

Experience in delivering business-critical IT and CRM solutions across Salesforce Sales Cloud, Marketing Cloud, Commerce Cloud and Adobe Experience Manager environments. Skilled in requirements elicitation, stakeholder workshops, process mapping, user story creation, and UAT coordination within both Agile and Waterfall delivery models.

Strong background partnering with business and IT teams to analyse requests, evaluate options, and implement scalable solutions that improve customer experience and operational efficiency. Known for owning projects end-to-end, aligning stakeholders, and ensuring business value is delivered.

Experienced working across multiple concurrent projects within corporate and retail-focused digital transformation programmes.

SKILLS

- Business Analysis | Requirements Gathering | User Stories | Acceptance Criteria
- Stakeholder Workshops | Business Process Mapping | Gap Analysis
- Functional & Non-Functional Requirements
- Agile (Scrum) & Waterfall Delivery
- UAT Planning & Business Validation | Defect Prioritisation
- Roadmaps | Release Planning | Cross-Functional Collaboration
- CRM & Digital Platforms | Salesforce | AEM
- Jira | TestRail | Confluence | Postman

EXPERIENCE

Career Break | November 2024 - Present

Took career break for child care.

Publicis Sapient | India , London - 2014 - 2024 - Business Analyst

Worked as a hands-on Business Analyst across digital and CRM transformation projects, partnering with business and IT teams to deliver scalable, customer-focused solutions across Salesforce, AEM, and web/mobile platforms.

- Collaborated with stakeholders to define, capture and prioritise functional, non-functional and operational requirements acilitate workshops and discovery sessions to translate business needs into user stories, process flows and acceptance criteria

- Analysed business requests and evaluate system/process improvements to enhance customer and operational experiences

- Created clear documentation including BRDs/FRDs, user stories, use cases and test scenarios

- Planned and manage business analysis activities across multiple concurrent projects, aligning timelines, dependencies and deliverables

- Worked closely with developers, testers and project managers to ensure requirements are well understood and delivered correctly Support Agile and Waterfall deliveries through backlog grooming, sprint planning and release readiness Coordinate UAT with business users, ensuring solutions meet expectations and are ready for adoption Support defect triage and prioritisation with test teams and stakeholders

- Acted as the key point of contact for requirement clarifications between business and technical teams

- Mentored junior team members and contribute to improving BA and documentation best practices

Impact

- Reduced production defects by 30% through clearer requirements and early validation
- Improved delivery efficiency by 25% by introducing structured user stories and acceptance criteria
- Successfully supported multiple enterprise applications used by thousands of internal and external users
- Recognised for strong stakeholder communication and reliable on-time delivery

Merkle Dentsu World Services | India 2022 - 2022 - Business Analyst / CRM Functional Specialist

- Gathered and documented requirements for customer journeys, campaigns and e-commerce workflows
- Defined business rules, use cases and functional specifications for Salesforce implementations
- Conducted process mapping and gap analysis to optimise marketing and sales operations
- Collaborated with business and IT teams to deliver scalable CRM and commerce solutions
- Supported Agile and Waterfall projects, aligning scope, priorities and timelines
- Led UAT coordination and defect triage with stakeholders
- Acted as primary liaison between client and delivery teams
- Delivered user guides and knowledge sessions to support adoption
- Led a small team and ensured quality governance across releases

Impact
- Reduced testing cycle time by 25% through streamlined processes
- Improved stakeholder satisfaction through clearer requirements and communication

Infosys | India 2014 – Test Analyst / Business Systems Support

- Worked closely with business users to understand requirements and validate system behaviour
- Created test scenarios and acceptance criteria aligned with business processes
- Supported system enhancements, UAT and release readiness
- Contributed to documentation and process improvement initiatives

TOOLS AND TECHNOLOGIES

- Salesforce (Sales, Marketing, Commerce Cloud) | AEM
- Jira | TestRail | Zephyr | Confluence | Postman
- Agile Scrum | Waterfall | MS Visio | Process Mapping

CERTIFICATIONS

- Salesforce AI associate certification Salesforce Certified
- Marketing Cloud Email Specialist (SP21) Smart Bear
- Certification - Zephyr Scale Manual Test Engineer
- Scrum-The Basics

EDUCATION

Bachelors Of Engineering - Computer Science (MDU)- 2006-2010