Hassan Siddiqi

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SUMMARY

* Business Analyst with over 10+ years of experience with focus on Salesforce.com, ERP, business analysis, requirement gathering, technical documentation, database development and software validation
* Strong Knowledge in Salesforce administration and customization ,data validation ,sales, marketing, customer service and support development team
* Experience with Oracle Big Machines Express CPQ Cloud Service for Salesforce.com to configure, price, quote, and create proposals immediately, and streamline renewals.
* Proficient in SFDC administrative tasks like creating users ,roles, profiles, page-layouts, email services, approvals, workflows, validation rules, reports and dashboards
* Experience in approval processes for automated alerts , field updates, custom objects and tabs, and security controls
* Experience in maintaining, enhancing and creating workflows and validation rules.
* Strong experience in creating executive dashboard to display open, closed leads in SFDC
* Experience in managing reports, data migration, testing and support
* Documenting business requirements, technical requirements and Use Case diagrams to make the requirements easy to understand for Salesforce Developers
* Experience in Software Development Life Cycle (SDLC) methodologies and Object Oriented analysis
* Experience in Data Analysis including analysis of root cause for Incident and Problem Management
* Extensive experience in creating test plans, test cases and performed User Acceptance Testing (UAT)
* Knowledge of Agile development practices and assessment
* Worked very closely with the offshore team across the SDLC
* Development experience in various platforms like MS Office, Visio documenting tool and Windows and Salesforce.com Sandbox and Development environments
* Oracle developer with in depth knowledge in writing SQL, PL/SQL programs, Packages, Stored procedures, Functions and Triggers to automate the interface processes for daily/incremental loads
* Strong analytical and problem solving skills with ability to work within team environment and independently when needed
* Proficient in learning new technologies and quickly adapting to new environment

TECHNICAL SKILLS:

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| Languages | PL/SQL, HTML and UML |
| Databases & Tools: | SQL Server 2005 & 2008, Oracle Data Integrator(ODI) Oracle 9i,10G,UNIX |
| Salesforce Technologies | Workflow & Approvals, Reports, Dashboards, Analytic Snapshots, Case Management Automation, Custom Objects |
| Oracle Modules: | CRM( Field Service) ,Oracle Financials(AR,GL,AP) |
| Business Modeling Tools: | Microsoft Visio, UML |
| Collaboration Servers:  Salesforce Technologies: | SharePoint Workflow, Validation, Approval Process, Trigger, Reports, Dashboards and Visual Force |
| SDLC Methodologies: | Water Fall, Lean and Agile Methodology |
| Load Testing/Defect Tracking Tools | Load Runner, Test Director |
| Others: | MS Office (Outlook, Word, Excel, PowerPoint) |

PROFESSIONAL EXPERIENCE:

Alliant Energy, Madison, WI Mar 2018- Sept 2019

Sr. Salesforce Business Analyst

Alliant Energy Corporation is a public utility holding company headquartered in Madison, Wisconsin. Alliant Energy's two regulated utilities include Interstate Power and Light Company (IPL) and Wisconsin Power and Light Company (WPL). As a Business Analyst working at the high-level within the Project Management Office (PMO) under minimum supervision, responsible for preparing technical documentation, reports and other deliverables Formulate and define systems scope and objectives through research and analysis combined with a basic understanding of business systems and industry requirements.

Responsibilities:

* Interacted with various business team members to gather the requirements and documented the requirements.
* Responsible for Salesforce implementations and training globally and looked after as Salesforce administrator and assistant developer.
* Developed various Custom Objects, Tabs, Components and Visual Force Pages and Controllers.
* Understood business goals and business context and translated them into technical specifications.
* Experience with Salesforce data tools such as Data Loader and Eclipse Force.com IDE for data migration.
* Experience integrating salesforce.com with other apps.
* Techno-Functional experience with Salesforce Sales cloud and Marketing cloud as system administrator and guiding clients on CRM solution for sales, marketing and services teams.
* Integrated the Web Services for extracting the data from external systems to display in the pages of Salesforce.com.
* Support the UAT team during their testing.
* Involved in Salesforce.com application Setup activities and customized the apps to match the functional needs of the organization.
* Used Data Loader for insert, update and bulk import or export of data from Salesforce.com Objects. Used it to read, extract, and load data from comma separated values (CSV) files.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on detail pages.
* Used Apex Data Loader to migrate data such as accounts, campaigns from different legacy systems.
* Experience assessing testing processes, creating, implementing testing strategies and SQA strategies using Agile-testing methodology in UAT phase.
* Worked with broad range of technologies including SAAS technologies, Custom Button workflow, and validation.
* Implemented Standard and Custom Apex Controllers to handle business logic and used debug logs to trace the execution.
* Created Custom Email Templates as part of sending alerts to users based on the business requirement.
* Created Campaigns to send thousands of emails at a time using just an email alert workflow and a trigger.
* Developed complex formulas to calculate response times and show flags reminding customer service reps to respond to customer queries in due time.
* Used Enterprise WSDL and developed Inbound Custom Web Services to expose native logic to external clients.
* Created Users, Roles, Public Groups and implemented role hierarchies, sharing rules and record level permissions to manage sharing access among different users.
* Designed and deployed dynamic workflows, validation rules, Approval Processes and Auto-Response Rules for automating business logic.
* Developed Configurations in Salesforce for DocuSign E-Signature, a Digital Transaction Management System used to securely sign, send and manage the documents in the cloud.
* Implemented Test Classes to cover positive and negative use cases for Classes and Triggers and achieved close to 100% coverage.
* Performed IDE and Deployments across sandboxes and to Production Instance

PG&E, San Francisco, CA Dec 2016-Feb 2018

Sr. Salesforce Business Analyst

PG&E Company maintains a gas distribution network of over 5,445 miles of mainline transmission pipeline and 33,000 miles of distribution pipeline. The Gas Transaction System (GTS) is the application through which almost all business is completed between California Gas Transmission (CGT) and its customers.

Responsibilities:

* Actively Assisted Project Manager in developing Scope/Vision Documentation and Project Plan, tracking project progress.
* The Projects were implemented based on agile methodology.
* Developed the Scope/Vision Documentation and Project Plan, tracking project progress.
* Created BRD, FRD and converted into System Requirement Specifications Document.
* Presented the project data in views as Gantt charts, pivots, calendars, network diagrams and task sheets in MS Project.
* Analyze existing interfacing systems and understand various technologies involved.
* Performed extensive System Analysis the various business specifications.
* Responsible for Bug free delivery of Sales and Service Oriented applications developed on (Salesforce.com) Force.com Platform.
* Created test scripts and test cases for approved business use case and requirements for System and UAT testing.
* Develop Reports/Scheduled Reports, Dashboards, and processes to continuously monitor data quality and integrity
* Assist users with report design and management.
* Experienced in using Apex Data loader, for exporting and importing/exporting the data into/from SFDC.
* Created Test Scripts and Writing the test cases and performing Regression tests on them.
* Experience in Creating and editing Users, Accounts in Salesforce.
* Responsible for managing Users in Production and supporting users in UAT.
* Performing UAT Testing for the complete instance of Salesforce for one of the major project.
* Created Profiles, Roles based on Organization role hierarchy and Implemented Record-Level and Field-Level security and configured their sharing settings.
* Extensive business knowledge and customization experience on various salesforce.com standard objects like Accounts, Contacts, Opportunities, Products and Price books, Cases, Leads, Campaigns, Forecasting, Reports and Dashboards.
* Created/Customized Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow &Approvals.
* Worked/Designed various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Opportunities, Quotes, Activities, Dashboards and Reports.
* Worked on the daily policy error reports coming in from a different system into Salesforce.
* Have been an active part in the Risk Assessment for one of the major Projects.
* Created Mockups for the New Objects to be created in Salesforce Instance.

Louisville gas & Electric, Louisville, KY Mar 2015-Nov 2016

Salesforce Business Analyst

LG&E is a diversified energy services company serving natural gas and electric customers in the Louisville metro area and the surrounding counties. Maintained our SFDC instance to meet the changing needs of the team. Also, simultaneously serving as a Salesforce BA in most of the projects.

Responsibilities:

* Performed GAP ANALYSIS, created new process flows from AS-IS to TO-BE system.
* Involved in gathering and synthesizing business requirements and translated them into functional and non-functional requirements to be used as input to the functional design specifications.
* Conducted JAD sessions to allow different stakeholders to communicate their perspectives with each other, resolve any issues, and come to agreement terms.
* Interacted with technical architects to identify and analyze the given information, procedures, decision flows, and also evaluated existing procedures.
* Worked on the SDLC process, which included requirements, design, analysis and testing via utilizing agile methodology.
* Contributed with Project manager in handled scheduling, resource planning and allocation matters conducted status meetings and compiled reports.
* Extensively worked on creating User Requirement Specifications, Functional Requirement Specifications, and Business Process Documents and also assisted in developing System Requirements.
* Designed use case diagrams to present a better view of the system and enable the technical team to identify the key processes.
* Prepared diagrams and elaborated those using UML diagrams, Data Flow Diagrams, Business Process and Data Process Model using MS Visio.
* Conducted sprints, created the sprint backlog, product backlog, burn down charts during Salesforce CRM implementation.
* Contributed in customizations, enhancements, updates, and changing functionalities of Salesforce CRM web application. Created and executed Test Cases. Assisted in functional testing for both manual testing and automated testing.
* Maintained On-going documentation of standard operating procedures and process improvements for customer account management and call center process, troubleshooting, and escalations.

British Petroleum, Naperville, IL Jan 2013-Feb 2015

Business Analyst

BP is of one of the world's largest energy companies, providing its customers with fuel for transportation, energy for heat and light, retail services and petrochemicals products for everyday items. As a Business Analyst working at the high-level within the Project Management Office (PMO) under minimum supervision, responsible for preparing technical documentation, reports and other deliverables Formulate and define systems scope and objectives through research and analysis combined with a basic understanding of business systems and industry requirements.

Responsibilities:

* Involved in gathering business requirements from the end users and management.
* Created high quality functional requirement specifications and supporting documents for business systems.
* Responsible for establishing and maintaining positive business relationships with IT managers and clients, and ensuring that business objectives and priorities are aligned.
* Interpreted business objectives to support the implementation of technical software application.
* Created and updated a weekly Natural Gas Storage/Withdrawal & Pricing Piece.
* Actively involved throughout all steps of the Software Development Life Cycle (SDLC)
* Gathered Business/Functional Requirements from Business/R&D Users.
* Managed internal R&D and client sponsored web based projects.
* Worked on complex business problems, analyzing and evaluating current business methods and procedures for improvements.
* Involved in set up of testing methodologies and improvement of process model.
* Used ClearCase for creating documents repository and sharing the documents across the team.
* Created traceability matrix to ensure that the requirements are traced to the test cases.
* Ensured that extremely thorough, effective and organized test process is implemented and delivered the highest quality product.
* Worked closely with the project team in planning, coordinating and implemented QA methodology on various phases of the application.
* Analyzed results of Regression Testing as performed by Testers using QTP and held meetings with Developers and Testers.

PNC Bank, Pittsburgh, PA Dec 2010 – Dec 2012 Business Analyst

PNC Bank is a highly diversified and growing financial services organization spanning the retail, business and corporate markets. PNC offers a wide range of services for all its customers, from individuals and small businesses, to corporations and government entities. This project involved incorporating a sophisticated set of online tools for effective Cash/Assets management, Cash Equity and cash traceability. The application included instant Transactional Management originations, customized reports, automatic balance alerts and fraud control which were few of the features that can give the company an unprecedented level of control, freedom and flexibility in managing cash at the personal level. The application provided basic features such as Balance Reporting, Detail Transactional Management Reporting, Balance Alerts, Account-to-Account Transfers and Wire Transfers. It also provided cash identification, auto-settlement for the incoming direct purchases and wire orders and processing of international and domestic outgoing payments to clients and banks and ensuring money movement is screened for AML (Anti-Money Laundering).

Responsibilities:

* Gathered business requirements through interviews, surveys, and observing from account managers and UI (User Interface) of the existing Broker Portal system.
* Understand and articulate business requirements from user interviews and then translate requirements into functional and technical specifications.
* Gathered requirements and managed new project implementations for treasury operations, foreign exchange trading, commodities, Assets Management and wealth management departments.
* Analyzed different types of Risks such as Credit Risk, Market Risk etc and developed the test scripts with all these parameters to analyze the securities.
* Interacted with SME's of different divisions (Information Technology, Risk and Operations) and established a business analysis and design methodology around the RUP (Rational Unified Process).
* Prepared High Level Logical Data Models and BRD supporting documents containing the essential business elements, detailed definitions, and descriptions of the relationships between the actors to analyze and document business data requirements.
* Analyzed the existing system and process gaps in context of new business changes (Gap Analysis).
* Conducted sessions with management, SME's (Subject Matter Expertise), vendors, users and other stakeholders for open and pending issues to develop specifications.
* Designed Use Cases, Use Case diagrams, Activity diagrams, Sequence diagrams in UML methodology using Rational Rose.
* Involved in Joint Application Development (JAD) sessions with the IT Group.
* Worked closely with the UI team to model the screens, which met user defined requirements, organizational and regulatory standards.
* Held group meetings, walkthroughs and assisted other analysts.
* Developed and maintained relationships with clients on all on-going projects.
* Responsible for the completion of projects within specified time and budget dealing with financials, project work flow, change management and dealing with vendor relationships.
* Performed System and Integration Testing along with testers. Conducted UAT with the business.
* Assisted with Test Cases and developed strategies with Quality Assurance group to implement them. Efficiently responded to client inquiries and resolved discrepancies. Identified, prioritized, tested and proved essential business functions to assure compliance with vendor and internal auditing.
* Collaborated with Quality Assurance Analyst in Rational Clear Quest to track defects and used Rational Clear Case to maintain consistency in the builds.

City Group, New York, NY June 2009 - Nov 2010

Business Analyst (Wealth Management System)

Citigroup is an international financial conglomerate with operations in consumer, corporate, and investment banking and insurance. The project was for Global Transaction Services (GTS), a business unit of Citigroup. GTS is a leading provider of Wealth management, Assets Management, trade, custody, clearing, depositary receipts and agency and trust services. The project was to develop application that provides clients with timely, accurate information and dynamic, web-based tools to effectively manage their securities portfolios, financial positions and working capital and supply chains. As a business analyst, my role was to manage requirements and business analysis for Global Liquidity and Investments application suite.

Responsibilities:

* Involved in business analysis and project management, coordinating between the team members, addressing budget issues and creating test plans according to the business requirements.
* Managed credit exposure associated with the banks broad range of foreign exchange, Derivatives, and Treasury Management products
* Understood and translated the requirements for reporting systems and treasury reports in the new release.
* Gathered the reporting requirements for the Policy owner Services Group Module of the LifePro System which is a Commercial off-the-shelf (COTS) system and formulated the Business Rules for the same and also for Periodic Policy Statement Processing
* Maintained Functional Requirements Documents (FRD) for the Wealth Management applications ensuring that they are current.
* Worked with the project manager for planning and organizing the project activities, and in communicating with other business center mangers and stakeholders of the project.
* Worked with the project manager to estimate best/worst case scenarios, track progress with weekly estimates of outstanding work, conducting informal meetings and as needed
* Met with various groups, including business owners, SMEs and marketing team, for requirements gathering in definition Stage.
* Co-authored business requirements documents (BRD’s) and authored SRS.
* Gathered requirements, developed Process Model and detailed Business Policies.
* Used MS Project to keep the track of all tasks and activities, creating sub projects and tracking the timelines on all parallel and linked activities
* Followed the RUP methodology for the entire SDLC.
* Worked with the clients on the final signing process in the User Acceptance stages.
* Revealed unidentified requirements, evaluated changes to requirements, and assessed impact of changes.
* Worked with the business to understand the clients Assets Management, Wealth management process and Cash Equity of different types of securities, and the complete trade flow process in the organization.
* Recommended process or system changes intended to eliminate identified risks or gaps.
* Worked with Finance and IT department to operate across functions and worked with resources external to the Project Team
* Provided regular verbal and written status reports to IT management and business community; published meeting minutes and maintained project plans.
* Coordinated with the project team and testing team to revise project artifacts (such as use-case specifications, test scripts, and so on) to reflect requirement changes.
* Worked independently with minimum supervision as part of a dynamic IT team.