**Syed Ahmed**

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**PROFESSIONAL SUMMARY**

* 7 plus years of diversified experience in IT Industry working with Databases, Salesforce.com and Business analysis in financial, automotive and retail domain.
* Expertise in translating user requirements into System Specifications and mapping the process design, work flows for SDLC (Software Development Life Cycle) with documenting and managing business requirements.
* Strong business analysis skills and thorough understanding of full SDLC (Software Development Life Cycle).
* Comprehensive understanding of CRM business processes in Campaign Management, Lead Management, Account Management, Case Management, Forecasting, and Call Center.
* Strong knowledge of Salesforce implementation cycles in Sales, marketing, Service and Support modules.
* Knowledge in Salesforce.com SFA, Force.com, Apex Classes, Apex triggers, Integration, Visual force, Force.com API, SOQL, and SOSL.
* Experience in SalesForce Testing and Administration spanning all facets of package software and SaaS application implementation.
* Used Elicitations, brainstorming and other techniques to collect the data for business requirements.
* Good experience in facilitating Joint Application Development (JAD) sessions to expedite and streamline the requirement gathering process.
* Strong knowledge in Salesforce Sales Cloud.
* Proficient in writing business use cases and communicate with project manager to derive BPM (Business Process Model).
* Conducted requirement analysis techniques such as Business Process Automation, Business Process Improvement, and Business Process Re-engineering.
* Expertise in Project Planning, Project Design documents, creating functional specifications and data flow diagrams.
* Organized and facilitated daily scrum meetings, Sprints planning meeting and sprint review meeting using Agile SDLC Methodology.
* Proficient in UML (Unified Modeling Language), with experience in modeling business process using Use Case, Activity diagrams and Sequence diagrams.
* Experience in conducting Gap Analysis between “As Is” and “To Be” systems.
* Conducted User Acceptance Testing (UAT).
* Updated business requirements as per instruction of project manager and technical teams.
* Maintained Project Data Dictionary for the entire project team.
* Helped project manager by volunteering to create risk analysis document, which help in monitoring the risk involved in the project tasks.
* Proficient in Microsoft Office, MS SQL Server management studio and Data modeling techniques.
* Possess strong analytical and problem solving skills with the ability to adapt to a new environment and meet stringent deadlines.

**TECHNICAL SKILLS**

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| **Business Methodology** | Agile, Waterfall, RUP(Rational Unified Process) |
| **Business Modeling Tools** | Microsoft Visio, Rational Rose, UMLet |
| **Project Management Software** | MS Project. |
| **SFDC Tools (Force.com):** | SalesForce to SalesForce, Apex Eplorer. Apex Custom Controllers and Extension, Apex triggers, S-controls, Force.com IDE (Eclipse), API, SOQL, and SOSL. |
| **Version Control Systems** | Rational Clear Case. |
| **Testing tools** | HP ALM/Quality Center, Requisite Pro, QTP, SoapUI, Test Director, Bugzilla and Jira |
| **Database** | MS Access, MS SQL Server 2005/2008/2012. |
| **Other Software** | MS Office Suites, MS Project 2008, Sharepoint |

**PROFESSIONAL EXPERIENCE**

**Fifth Third Bank, Cincinnati, OH Jan 2015 – Jun 2017**

**Salesforce Business Analyst**

Fifth Third Bank is  a [U.S.](https://en.wikipedia.org/wiki/United_States) regional [banking](https://en.wikipedia.org/wiki/Bank) corporation, headquartered in [Cincinnati, Ohio](https://en.wikipedia.org/wiki/Cincinnati,_Ohio) at [Fifth Third Center](https://en.wikipedia.org/wiki/Fifth_Third_Center_(Cincinnati)), and is the principal subsidiary of holding company Fifth Third Bancorp. The company operates under an Ohio charter. The company's main businesses include [branch banking](https://en.wikipedia.org/wiki/Branch_banking), [commercial banking](https://en.wikipedia.org/wiki/Commercial_bank), [consumer lending](https://en.wikipedia.org/wiki/Consumer_lending), [payment processing](https://en.wikipedia.org/wiki/Payment_processing), [investment advising](https://en.wikipedia.org/wiki/Investment_advisor), and [title insurance](https://en.wikipedia.org/wiki/Title_insurance). I was involved in a custom Salesforce CRM Sales Cloud implementation for Fifth Third’s Wealth Management that integrated and replaced its fragmented system of on premise software.

**Responsibilities:**

* Created Use cases and Designed Activity Diagrams.
* Assisted customers in defining the high-level Functional Requirements and needs.
* Responsible for process reengineering, change management, Business case development, project requirements management using Agile methodology.
* Facilitated Joint Application Design (JAD) sessions to collect requirements from system users and preparing business requirement that provide appropriate scope of work for technical team to develop prototype and overall system.
* Identified processes for developing and documenting integrated detailed business requirements. Data was collected from end-users, and analysts.
* Created Requirements documents to document business needs.
* Manage the relationship with Sales force, application vendors and other integration partners.
* Interacted with other teams through walkthroughs, teleconferences, meetings, etc. to resolve various issues.
* Work closely SCRUM team to create test scripts and test cases to ensure coverage of all areas of the product/feature(s).
* Documented, coached, and elicited business requirements from subject matter experts by writing user stories resulting in a clearer, more detailed and more complete understanding of project deliverables.
* Gathered Requirements, through interactions and meetings and periodic walkthroughs with loan analysts, credit analysts and other potential users of the application.
* Develop middleware configuration settings for custom workflow, reports and dashboards for branches and teams.
* Conducted Use-Case reviews and Gap Analysis between the “As-Is” and “To-Be” systems leading to improvements and/or enhancements in the same.
* Ensured Use-Cases were consistent and covered all aspects of the Requirements document.
* Involved with the project manager in developing, maintaining and reviewing a risk management frame work.
* Worked on middleware documents for internal and external auditing.
* Scheduled proficiently using work breakdown structure (WBS) and tracking of cost and performance metrics.
* Extensive experiences in Salesforce CRM functional implementation, Configuration, Strong business knowledge in Salesforce automation, Opportunity management, lead management and customer portal functionalities and also administration, configuration, implementation, testing and support of Salesforce Sales Cloud Lightening UI applications.
* Involved in development of Time-based Workflow Rules, Validation Rules, and other customizations with Salesforce.com integration.
* Created 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
* Created Report folders and Reports to assist managers to better utilize Salesforce and configured various Reports for different user profiles based on the organization's business processes.
* Worked with the Project Manager on various Project Management activities like keeping track of Project Status, Deadlines, Environment Request, and Compliance Issues.
* Created test plans and test cases based on the business requirements which involved market risk analysis and risk management like continuous time, finance & asset pricing, stochastic processes & simulations, credit derivatives, structured products, documentation, value at risk, risk & return optimization.
* Created and maintained the Requirements Traceability Matrix (RTM).
* Documented and tracked all issues that are detected and updating the status of existing issues based on the daily meetings with the off-shore team.
* Used MS Project to create Gantt and PERT (Program Evaluation Review Technique) charts to pictorially represent the project time frame.
* Developed requirements integrating E-R diagrams and designed the testing process flows.
* Worked directly with software engineers to ensure clear communications on requirements and defect reports creating test cases and test scripts for the User Acceptance testing.
* Involved in Functional System Testing, Integration Testing, Regression Testing, and User Acceptance Test using the test cases given by the client before releasing the application.
* Validated the scripts to make sure they have been executed correctly and meets the scenario description.
* Involved in project status meetings, QA review meeting, and System Test meeting.

**Zions Bancorp, Salt Lake City, UT July 2013 – Dec 2014**

**Salesforce Business Analyst**

Zions Bank is an American bank: a subsidiary of [Zions Bancorporation](https://en.wikipedia.org/wiki/Zions_Bancorporation). Zions Bank operated about 125 branches and 150 ATMs distributed between Idaho and Utah. The project at Zions Bancorp was to design, alter, and update their Salesforce CRM platform. Commercial Market Loan Origination System (CMOS), CMOS is designed to book loans in commercial banking. It allows inputting all the information about businesses and individuals in the main application form that is tied up with number of other forms in a precise workflow. Loans are approved and then booked if all the requirements are fulfilled.

**Responsibilities:**

* Gathered Business Requirements, analyzed data/workflows & performed GAP analysis.
* Met with client groups to determine User Requirements and Goals, thus converting User Requirements into Business.
* Worked on IT controls for SOX auditing.
* Facilitated collection of Functional Requirements from system users, and prepared Business and Technical Requirement Specification documents.
* Analyzed business and technical requirements, thus creating the Business Use Case (BUC) and Application Use Case (AUC) documents.
* Utilized Agile methodology to configure and develop processes, standards, and procedures, and to perform System analysis.
* Assisted in Data File Definitions and Data mapping activities for the data gathered during the process of development and implementation.
* Worked on middleware configuration settings for custom workflow, reports and dashboards for branches and teams
* Experience as a Salesforce Business Analyst activities with skills in Business Analysis, Data Analysis, Requirement Analysis, and Business Modeling integration.
* Interacted with developers in getting proper explanation for any issues or concerns from the offshore testing team about Salesforce integration.
* Worked on Salesforce.com Customer Portal to provide an online support channel for Tripwire customers, allowing Documented approved change controls (ACC) to add them into business design.
* Utilized various Salesforce.com Standard objects like Accounts, Contacts, Opportunities, Leads, Campaign and Reports.
* Customized Page Layouts for Salesforce.com Standard and Custom objects.
* Worked as an Interface between the users and the different teams involved in the application development for the better understanding of the Middleware and IT processes.
* Maintained Project Glossary for the entire project team.
* Followed a structured approach to organize requirements into logical groupings of essential Business Processes, Business Rules, and Information Needs, thus ensuring that Critical Requirements are not missed.
* Followed the Unified Modeling Language (UML) based methods using MS Visio to create Use Case, Activity/State Chart, Sequence, and Collaboration Diagrams.
* Maintained Project Data Dictionary for the entire project team.
* Conducted Joint Application Design (JAD) sessions to allow different stakeholders to communicate their perspectives with each other, resolve any issues and come to an agreement quickly.
* Worked with the Project Manager on various Project Management activities like Resource Planning, Resource Request, keeping track of Project Status, Deadlines, and Issues, Environment Request, and Compliance Issues.

**Toyota of Naperville, Naperville, IL Jan 2011 – May 2012**

**Salesforce Business Analyst**

The project involved implementing Salesforce CRM and integrating it with existing Salesforce projects. I also configured and supported Salesforce.com CRM system for the Franchise Development Division that improved leads capture rate, management, and conversion.

**Responsibilities:**

* Responsible for documenting business specifications from the client, users, and Subject Matter Experts for complete understanding of the business process and application
* Facilitated Joint Application Development (JAD) sessions, as well as conducted interviews with appropriate business/technical stakeholders
* Responsible for tracking, documenting, Managing and communicating the requirements using Requirement Traceability Matrix (RTM).
* Prepared Use cases and Activity flow diagrams and Work flow diagrams, considering the scope of the project with MS VISIO.
* Ensured compliance with policies, procedures and regulatory requirements
* Clarified client requirements, business needs and project objectives, via feedback sessions and client meetings, in collaboration with all stakeholders
* Reviewed business requirements document and recommended sign-off
* Liaised with internal and external parties including technical departments and vendors to ensure accuracy of specifications, updates and configuration of the systems
* Facilitated project meetings, and distributed meeting of minutes utilizing project management tools where necessary
* Developed source to target data mappings, documented business and transformation requirements, performed source system data profiling and documented findings
* Generated ad-hoc reports, maintained and scheduled Customer Relationship Management (CRM) reports. Notified managers and distributed reports through subscriptions
* Successfully deployed reports on Microsoft Dynamic CRM and implemented security measures by assigning permissions
* Monitored user acceptance testing (UAT) of the system
* Participated in staff training session and walkthrough sessions

**Sears, Chicago, IL Mar 2008 – Dec 2010**

**Salesforce Business Analyst**

As a business analyst I worked on different project which included Salesforce CRM. It involved re-structuring the whole business model and customer experience.

**Responsibilities:**

* Performed special assignments (e.g., worked with Business Partners on framing-out a new business concept for the company).
* Served as a liaison between various stakeholders and departments across the region and in the corporate office.
* Analyzed data from various reports and tools, identify issues, and develop recommendations
* Assisted and supported the Project Manager in their daily duties.
* Ensured that relevant management information is captured and analyzed.
* Consulted the Subject Matter.
* Configured Salesforce.com as per client business requirements, customize/set: role hierarchy, users, sharing/access rules, standard/custom fields, page layouts, letterhead/email templates, lead/case assignment/escalation rules, auto-response, reports/dashboards, and custom objects. Also responsible for exporting/scrubbing data from existing/legacy systems and importing into Salesforce.com integration.   
  Experts (SME) and carefully recorded the descriptions by asking detail questions and documented them so that both business and technical teams could understand them.
* Conducted JAD sessions with the developer and the QA team to facilitate the requirement understanding process, data collection, data analysis.
* Worked with engineering and clients in the analysis of business rules, information input/output requirements, process flows, report format and content.
* Documented software validation plan to define "what" is to be accomplished through the software validation effort and scope, approach, resources, schedules and the types and extent of activities, tasks, and work items.
* Involved in the creation of middleware Wireframe to better depict the GUI Design.
* Reviewed development plans, quality assurance test plans and user documentation to ensure correct interpretation of original specifications.
* Worked in unison with the QA team through the Testing Cycle to verify complete and rigorous testing of requirements.