Atlanta, GA 30080 • +1-5512638527 • [rosaline.1488@gmail.com](mailto:rosaline.1488@gmail.com) • LinkedIn

**ROSALIN**

**H1b**

# ONLY C2C,

# WILL GO DAY 1 ONSITE IF ITS IN GA ONLY, IF NOT THEN REMOTE PROFESSIONAL SUMMARY

Salesforce Marketing Cloud Quality Assurance Top-performing and highly motivated professional with excellent Salesforce cloud integration experience and a history of managing high-level automation and migration projects. Extensive knowledge of Email platforms, integrations, data analysis, Social and Mobile marketing and a reputation for developing effective new strategies to maximize the reach and impact of online campaigns. Extensive experience with all primary elements of Marketing Cloud: Email Studio, Content Builder, Journey Builder, Analytics Builder, Personalization Builder, and Audience Builder. Strong knowledge of the software development process and the Axe Dev User accessibility testing methods.

# SKILLS

SDLC, Cloud, Salesforce, Marketing Cloud, AxeDev, Angular JS, Oracle, SQL, NodeJS, Nightwatch, Cucumber, Jenkins, Bitbucket, Git, Provar, AccelQ, AQT, DTF, ICEDQ, Informatica, TOAD, SauceLabs, CRM, DevOps, Agile, SCRUM, DocuSign, Scrum Agile Data – Cloud/data Migration DW/BI, ETL Data mining / modeling Financial/Banking/Insurance /Payroll, Version One - V1 (Ultimate Edition -14) – AGILE, Jira., Team Foundation server (TFS), HP QC, ALM, DB2, MS Access, TOAD, SQL Developer, Informatic Power Designer, Workflow and Monitor, Beyond Compare, Perl Analyzer, SQL developer, Figma, Envision, Miro , Five9, Omni-Channel, Chat/Chatbots, IVR / Web, Scheduler, Genesis / Abacus Claims

# WORK HISTORY

**Salesforce Senior Quality Assurance Engineer 11/2021 - Current ADP**

**Marketing Cloud Project:** SFMC Interaction Studio was used to design the web and email campaigns for multiple Internal Product Marketing projects such as for Essential learning, Premium learning, Comp Services, Nayya Benefits, Datacloud, Voice of Employee and compliance on demand for creating leads or nurture them through various sales or education details with click tracking reporting events and user segments variations.

# Roles and Responsibilities:

* Validated the SFMC Interaction studio: Web and Email campaigns for multiple Internal Product Marketing campaigns.
* Reported the Click tracking for events on the Ad Campaigns, Modal and Emails.
* Verified the User segment variations with different user experiences via A/B Type or Rule based percentile.
* Authenticated leads generation process from Web or Email Journey Nurture due to modal abandon done by user.
* Corroborated the Email / Web Ad campaign contents by substantiating the clickable actions buttons or links to expected redirected URLs.
* Confirmed the target audience fetched from the Data Extension with user client details with the Sales team for moving ahead.
* Performed User Accessibility Testing using AxeDev tools and Voice over (MAC) with Keyboard focus.

**HRO - Vega Total Source project:** Sales Cloud Salesforce Application to document all the leads to fill in all underwriting and pricing, in order to make sure they are under company policies or rules for qualifying ahead to enroll as a company/account under ADP for serving the purpose of their interest in our software.

# Roles and Responsibilities:

* Experience in testing configure, price, quote applications for the Salesforce Communications, Media, and Energy & Utilities Clouds.
* Monitored resolution of bugs, tested fixes and helped developers tackle ongoing problems by providing QA perspective.
* Built automated test scripts to handle repetitive software testing work.
* Authored and maintained well-organized, efficient and successful manual test cases for entire team.
* Advised developers on problems with databases, performance and other issues.
* Tracked, prioritized and organized defects with Salesforce and Provar, working with development team to facilitate timely corrections.
* Debugged code and located root causes of problems by reviewing configuration files and logs.
* Utilized Agile software development methods to increase team efficiency by 99%.
* Performed tests on modules and full software implementations for more than 8 parallel vertical of same project per year as strategic automation framework from QA front.
* Tested functional and compatibility of new programs or updates in comparison to existing applications.
* Developed and maintained defect databases for known issues.
* Operated under Agile and Scrum frameworks to complete releases and well-organized sprints.
* Collaborated with developers and product owners to stay current on product features and intended functionality.
* Kept scripts and test cases updated with current requirements.
* Recommended changes and corrections to developers for optimal software performance and usability.
* Evaluated function, performance and design compliance of every product against design standards and customer needs.
* Reduced overall testing hours 95% by writing and optimizing automation test scripts in Provar.
* Identified and tracked defects with Jira and supported developers in resolving problems by completing additional tests.
* Incorporated delivery requirements into planning of testing schedules.
* Documented testing procedures for developers and future testing use.
* Experience with design and development of Salesforce CPQ Products and Price Lists.
* Understanding of the interactions of sales cloud as it relates to Salesforce CPQ.
* High level understanding of Product Hierarchy / Product Rules Configuration Attributes / Pricing Rules.
* Salesforce administration (profiles, security, roles for approvals etc.) especially as it pertains to CPQ with Well-versed in software engineering principles along with Advanced Approvals is a plus due to Strong analytical and reporting capabilities, problem solving, negotiation, task and project coordination and organization skills.
* Excellent verbal and written communication skills; including documenting business processes, use cases and business requirements documentation, functional specifications, and test scripts/results.

# Salesforce Architect 07/2021 - 10/2021

**Wells Fargo**

**Service and Sales Cloud:** Salesforce helps Wells Fargo run its business better across banking, mortgage, investing, credit card, plus personal, small business, and commercial financial services. Between them these businesses use 43 Salesforce orgs. Participated in system development life cycle from requirements analysis through system implementation.

Monitored and tested application performance to identify potential bottlenecks, develop solutions, and collaborate with developers on solution implementation. Experience in testing configure, price, quote applications for the Salesforce Service and Sales Clouds relates to Salesforce CPQ. Salesforce administration (profiles, security, roles for approvals etc.) especially as it pertains to CPQ with Well-versed in software engineering principles along with Advanced Approvals is a plus due to Strong analytical and reporting capabilities, problem solving, negotiation, task and project coordination and organization skills.

# Senior Salesforce SME 03/2017 - 06/2021

**Mercer (Marsh & Mchlennan)**

**Project CRM Unification-VB Salesforce, Data Migration, Group Retiree Migration**: Group Retiree – Association Life and Health Clients will migrate from Workbench to Salesforce. Proactive Notification Emails for Association Life and Health Customer and certificate migration POC was a great success in the initial quarter of 2021 year. This also accounts to all Salesforce

Data Model and data migration via informatica changes for addressing group retiree policy holders with billing, cases and other vital information. Integration with Genesis and Abacus for Claims. Expanding Chat/Chatbots to Retiree Scheduler, Capturing SMS opt-in via Web and IVR also at the end clients. Completed minor preventative maintenance and mechanical repairs on equipment.

# Salesforce SME 09/2011 - 02/2017

**Larsen & Toubro Infotech, LTI**

**Project GBM Analytics (GBMA)** is the tool that manages and reports on implementation and renewal activities for our GBM clients and was the initial step toward reducing manual input, creating efficiencies and standardizing processes. The GBMA 2.0 platform introduces the new capabilities: a health data hub in the cloud, flexible and configurable workflow, automated transfer of data between systems eliminating colleague double entry, the ability to use the data and apply AI and ML algorithms for better client analytics, and microservices to interface with other systems such as Darwin and third-party partners.

# CERTIFICATIONS

* Salesforce Certified Administrator (SCA)
* NCFM: Financial Markets Certification
* NCFM: Equity Derivative Certification
* NCFM: Mutual Fund Certification.
* ISTQB: Indian Testing Board
* ILead Program - LTI
* LinkedIn - Project Management
* LinkedIn - Learning Salesforce
* LinkedIn - Service Cloud
* LinkedIn - Apex Development
* LinkedIn - Core Cloud Computing
* LinkedIn - Agile Best Practices
* LinkedIn - Salesforce Essential Training
* LinkedIn - Learning Salesforce CPQ
* LinkedIn - Salesforce for Sales Managers
* LinkedIn - Integrate Sales navigator CRM
* LinkedIn - Salesforce Admin Cert Prep: 3

Sales, Marketing and Service Application

# EDUCATION

University of Texas at Austin Jun 2021 – Apr 2022 Post-graduation in Cloud Computing

Biju Patnaik University - India Jul 2007 – May 2011 Bachelors in Computer Science & Engineering