

ROSHNI RABINDRA SAHOO

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SUMMARY

Results-driven Salesforce and Product professional with expertise in CRM strategy, product lifecycle management, and data analytics. Adept at transforming business challenges into technical solutions through Salesforce automation, Power BI insights, and Agile execution. Passionate about building impactful, scalable systems that improve productivity, decision-making, and customer satisfaction.

WORK EXPERIENCE

CALIFORNIA STATE UNIVERSITY LONG BEACH

CALIFORNIA, United States

Graduate Student Assistant

Nov 2024 – Present

- Streamlined end-to-end campus maintenance and service workflows by implementing structured prioritization systems and data-driven dashboards in Power BI. Collaborated with facilities, IT, and operations teams to design unified work order processes that improved communication and accountability across departments, resulting in a 25% faster task turnaround and achieving a 95% on-time completion rate for maintenance projects.
- Designed, developed, and automated comprehensive Power BI dashboards connected to SQL and Excel data sources to monitor vendor performance, work order progress, and project completion trends. Reduced manual reporting workload by over 40% while enabling real-time, visualized insights for department heads to make proactive operational decisions based on accurate performance metrics.
- Partnered closely with campus IT and operations managers to identify and resolve recurring process bottlenecks in scheduling, request escalation, and resource allocation. Redesigned workflows, established standardized templates, and improved data collection consistency, leading to a 20% boost in team efficiency and stronger data-driven decision-making culture within the organization.

ACCENTURE

MUMBAI, INDIA

Analyst

Sept 2022 – Aug 2024

- Spearheaded the design, development, and deployment of 7+ Salesforce CRM features across Sales, Service, and Experience Cloud, tailoring solutions for 200+ users across multiple business units. Built Apex classes, triggers, Flows, and validation rules that automated repetitive manual processes, reduced user effort by 30%, and enhanced CRM adoption across sales and service teams.
- Designed and customized 20+ real-time Salesforce dashboards and analytical reports using SOQL queries and data visualizations to track sales KPIs, pipeline health, and service performance metrics. Partnered with leadership teams to identify key insights, leading to data-backed decisions that improved sales forecasting accuracy and operational transparency.
- Managed full lifecycle Agile delivery for multiple Salesforce enhancement projects, collaborating with product owners, QA, and developers to refine user stories, define sprint goals, and ensure on-time delivery. Facilitated sprint ceremonies, retrospectives, and backlog grooming sessions, improving cross-functional alignment and reducing delivery risks by 25%.
- Oversaw large-scale Salesforce data migration and synchronization efforts involving 100k+ records between sandbox and production environments. Utilized Data Loader, Workbench, and SQL to validate data accuracy, maintain referential integrity, and minimize downtime during deployments.
- Coordinated release management and user acceptance testing, identifying and resolving high-priority bugs before production rollout. Partnered with QA and stakeholders to verify data consistency, ensuring stable releases and high end-user satisfaction post-deployment.
- Mentored junior analysts and developers on Salesforce best practices, data structures, and process automation. Contributed to internal documentation and led mini knowledge-sharing sessions, strengthening delivery quality and cross-team efficiency.

MINOV.IN

MUMBAI, INDIA

Intern

May 2020 – July 2020

- Collaborated with a small product and engineering team to design, develop, and deploy a responsive eCommerce website using WordPress, WooCommerce, and custom PHP integrations. Led full-cycle implementation from UI/UX design and database structuring to backend logic, ensuring scalability and seamless user navigation across devices.
- Configured secure online payment gateways, automated inventory management workflows, and integrated analytics plugins to track sales, traffic, and customer engagement in real time. Enhanced site reliability and reduced manual intervention by building streamlined, automated reporting mechanisms for orders and transactions.
- Conducted data-driven SEO optimization through keyword analysis, performance audits, and on-page refinements that improved search rankings and increased organic traffic by 30%. Leveraged Google Analytics to identify behavioral trends and optimize content strategy, improving conversion rates and customer retention.
- Coordinated across content, design, and technical teams to ensure alignment on branding, customer journey, and platform consistency. Created detailed product documentation and maintenance guides to support long-term site management and future scalability.

SKILLS

Salesforce CRM & Development: Sales Cloud, Service Cloud, Experience Cloud, Apex (classes, triggers, batch jobs), Lightning Components, Flows, Validation Rules, SOQL, SOSL, Reports and Dashboards, Data Loader, Deployment and Release Management, Security and Role Hierarchies, REST API Integration, Workbench

Product & Project Management: Agile (Scrum, Kanban), Sprint Planning and Execution, Roadmapping, User Story Writing, Backlog Prioritization, Release Planning, Cross-Functional Collaboration, Risk Management, Process Optimization, Stakeholder Communication, Jira, Confluence, Smartsheet, Microsoft Project, Asana

Data Analytics & Business Intelligence: SQL (joins, CTEs, stored procedures), Python (Pandas, NumPy, Matplotlib), Power BI (DAX, data modeling, ETL), Tableau, Advanced Excel (pivot tables, VLOOKUP, macros), KPI Tracking, Data Cleaning, ETL Workflow Design, Dashboard Automation, Reporting Accuracy, Data Visualization

Tools, Cloud & Platforms: AWS (S3, RDS), Git, GitHub, WordPress, WooCommerce, Google Analytics, Postman (API Testing), Power Query, Google Workspace, Microsoft Office Suite

Core Competencies: Analytical Thinking, Strategic Execution, Technical Documentation, Problem-Solving, Leadership and Mentorship, Adaptability, Communication, Collaboration, Stakeholder Management, Continuous Improvement

EDUCATION

CALIFORNIA STATE UNIVERSITY LONG BEACH Long Beach, CA, United States
Master of Science in Information Systems GPA: 3.8 / 4.0 May 2026
Coursework: Business Intelligence, Cloud Computing, Project Management, Data Analytics, and Information Systems Strategy

UNIVERSITY OF MUMBAI Mumbai, India
Bachelor of Engineering in Information Technology GPA: 3.6 / 4.0 May 2022
Coursework: Software Engineering, Database Management Systems, Data Structures, and Web Technologies

CERTIFICATIONS

Salesforce Certified Associate | Salesforce Certified Administrator | Salesforce Certified Platform Developer I | Salesforce Certified Platform App Builder | Salesforce Certified Sales Cloud Consultant | Salesforce Certified Experience Cloud Consultant | Google Project Management Professional | Google AI Essentials

PROJECTS

Analyzing Movie Trends with Python (Data Analytics) Oct 2025
Utilized Python (Pandas, Matplotlib) to analyze 10 years of movie data and identify trends across genres, budgets, and popularity. Conducted ETL, feature engineering, and visualization to highlight audience engagement patterns and evolving cinematic themes over time.

AI-Powered Maintenance Chatbot for Zipcar (System Analysis & Design) Apr 2025
Collaborated with a cross-functional team at CSULB to redesign Zipcar’s vehicle maintenance process using System Analysis & Design and Design Sprint methodology. Proposed an AI-powered chatbot to automate issue tracking and real-time updates, created user flows and prototypes, and conducted usability testing to validate the solution.

Database Management System for Airline Operations Mar 2025
Designed and implemented a robust relational database management system (DBMS) for airline operations covering flight scheduling, passenger records, crew assignments, ticketing, and payments. Created conceptual, logical, and physical ER models, applied 3NF normalization, and developed SQL queries for booking, tracking, and reporting. Deployed on Oracle Database and AWS RDS for scalability, ensuring data integrity and optimized query performance.

COVID-19 Detection Using Machine Learning Mar 2025
Developed a machine learning model to detect COVID-19 from chest X-ray images using Python and libraries such as LightGBM, XGBoost, and SVM. Followed the CRISP-DM methodology—data preprocessing, feature extraction (PCA), model training, and evaluation—to identify the best-performing algorithm. Achieved 83.7% accuracy with balanced precision and recall, demonstrating strong analytical and modeling skills.

Campus Resource Management System (Data + PM Focus) Jan 2024
Directed the design and rollout of a centralized resource management platform for campus operations. Led sprint planning and backlog prioritization, and collaborated with IT and facilities teams to automate request tracking and reporting. Deployed Power BI dashboards that enhanced visibility into asset usage and reduced scheduling conflicts by 20%.

Sales Performance Tracker (Salesforce App) Oct 2024
Developed a Salesforce application to monitor sales targets, achievements, and team commissions. Configured custom objects, validation rules, and Flows to automate KPI tracking and performance updates. Designed real-time dashboards and reports for leadership, reducing manual reporting time by 40% and improving transparency across departments.

Customer Support Automation (Salesforce Service Cloud) Feb 2024
Designed and implemented an automated case escalation and resolution system within Salesforce Service Cloud to streamline support workflows. Built Apex triggers, validation rules, and Flows integrated with Slack notifications for real-time updates. Reduced average resolution time by 35% and improved SLA compliance to 98%.

CRM Reporting & KPI Analysis (Salesforce + Power BI) July 2024
Partnered with management and technical teams to define KPIs and build integrated Salesforce dashboards in Power BI. Leveraged SOQL queries and DAX modeling to provide real-time insights into pipeline health and regional performance, improving forecasting accuracy and executive decision-making.

Smart Health Monitoring System (Mobile App) Feb 2022
Developed a mobile health-tracking application using Android Studio and FlutterFlow to monitor BMI, step counts, and migraine patterns. Integrated Firebase and SQL Server for secure, real-time data synchronization, enabling users to track personalized health metrics and visualize trends over time.

IoT-Based Smart Security Alarm System Oct 2020
Built a smart IoT home security system using NodeMCU, RCWL-0516 sensors, and the Blynk app for real-time motion detection and remote alerts. Configured automated alarms and notifications, improving household safety through IoT-based automation and embedded systems

LEADERSHIP & ACHIEVEMENTS

- **Vice President**, International Student Association – CSULB (2024 – Present) – Organized cultural and academic events to improve international student engagement and campus community participation. initiatives.
- **Core Committee Member**, CogniScience Club – SAKEC (2019 – 2022) Supported workshops, hackathons, and talks promoting AI and Data Science.
- **Founder**, Thelockdowncheff – Created and grew a digital food platform to 5,000+ followers through consistent content and branding.
- **Awards:** Student of the Year – SAKEC (2021); Talent Door Award – Accenture India (2023).