Optimized Braintrust Profile Guide

Here is the optimized content for your Braintrust profile, designed for maximum impact and keyword relevance.

👋 Headline and Bio

Headline:

> Business Systems Analyst | Salesforce CRM & Process Automation Strategist | Agile Project Delivery

Bio:

> A results-driven Business Systems Analyst with over 5 years of expertise in architecting and executing digital transformation initiatives. I specialize in leveraging Salesforce CRM, ERP systems, and process automation to drive significant improvements in user adoption, operational efficiency, and revenue growth. As an Agile champion, I am adept at leading cross-functional teams, translating complex business requirements into scalable technology solutions, and managing the full project lifecycle from concept to deployment. My focus is on delivering data-driven strategies that produce measurable business value and foster sustainable growth.

Role

Primary Role: Business Systems Analyst

Secondary Roles:

- Salesforce Consultant
- Product Manager
- IT Project Manager

- Process Improvement Specialist

Skills

Add these skills to your profile, ensuring the most critical ones are listed first.

Core Expertise:

- Salesforce CRM
- Business Analysis
- Agile Project Management (Scrum & Kanban)
- Process Automation
- ERP Systems Integration
- Contract Lifecycle Management (CLM)
- Requirements Gathering & Analysis
- Product Roadmapping

Technical & Platform Skills:

- SQL
- Jira & Confluence
- DocuSign CLM
- Ironclad CLM
- Zendesk
- Python
- JavaScript
- HTML5/CSS
- UML & BPMN

Projects

Project 1: Enterprise Salesforce CRM Transformation & Adoption

> *Architected and executed a Salesforce CRM transformation at Advanced Sterilization Products, driving a 35% increase in user adoption. By automating key workflows and optimizing system configuration, I enhanced customer service responsiveness and operational efficiency. This initiative directly resulted in a 20% productivity boost, a 40% faster incident resolution time, and a 25% reduction in process bottlenecks across the organization.*

Project 2: Automated Contract Lifecycle Management (CLM) & Revenue Optimization

> *At Accruent, I engineered the seamless integration of DocuSign CLM with the existing Salesforce platform. This solution automated the entire contract renewal workflow, slashing processing time by 30% and reducing turnaround time by 40%. The optimization directly contributed to a 25% improvement in annual revenue retention by minimizing churn and improving sales cycle velocity.*

Project 3: Agile SDLC Refinement for Accelerated Delivery

> *Championed the adoption of Agile (Scrum) methodologies to refine the Software Development Lifecycle (SDLC). By optimizing sprint planning, backlog grooming, and release coordination within a Jira-managed framework, we successfully shortened software release timelines by 25%, enabling the business to respond more quickly to market demands.*

Portfolio Link: `https://xutcjqpw.manus.space`

I help the community with...

Select the services that best align with your offerings.

- **Salesforce Strategy & Implementation:** Advising on Salesforce CRM architecture, leading migration projects, and optimizing existing instances for performance and usability.

- **Business Process Optimization:** Analyzing and re-engineering workflows to eliminate inefficiencies, reduce manual effort, and improve operational scalability.
- **Agile Project & Product Management:** Guiding teams through Agile ceremonies, managing backlogs in Jira, and ensuring on-time delivery of high-quality software.
- **Full-Cycle Business Analysis:** Translating stakeholder needs into detailed technical requirements, creating user stories, and facilitating User Acceptance Testing (UAT).

Certificates

As previously noted, your resume does not list certifications. This section is a prime opportunity for growth. Adding certifications like the following would significantly strengthen your profile:

- Salesforce Certified Administrator
- Salesforce Certified Business Analyst
- IIBA Entry Certificate in Business Analysis (ECBA)
- Certified ScrumMaster (CSM) or Professional Scrum Master (PSM)

Work History

This section should mirror the optimized resume content for consistency.

Business Systems Analyst | Advanced Sterilization Products (ASP) | Jan 2025 – Present

Business Systems Analyst | Accruent | Jan 2021 – Dec 2024

Application Support Analyst | JB Hunt | Jan 2020 – Dec 2020

Education

Bachelor of Science in Information Systems University of Arkansas at Grantham