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Salesforce Administrator/ Business System Analyst

**Profile Summary:**

*Over 10 years of IT experience on Salesforce CRM Platform with a strong background in delivering tailored solutions to meet diverse business needs. Proven ability to lead end-to-end Salesforce implementations, optimize CRM workflows, and align technology with business objectives. Adept at gathering and analyzing business requirements, customizing Salesforce solutions, and enhancing user adoption. Strong background in data migration, system integration, and process automation to drive operational efficiency. Collaborated with stakeholders and cross-functional teams to deliver strategic solutions that maximize business value, improve processes, and increase productivity.*

**Summary of Skills:**

* Hands on experience and understanding of Administration, Integration, Configuration, Implementation, Lightning, and Support with the Salesforce platform.
* Performed detailed **business analysis** and gathered business requirements and converted them into technical requirements and designed the solution by customizing various standard and custom objects of Salesforce.com.
* Worked in all phases of the **Software Development Lifecycle** (SDLC). Good expertise on **Agile and Scrum** methodologies.
* Proficient in core Salesforce clouds (Sales Cloud, Service Cloud, Marketing Cloud) with hands-on experience in Lightning Experience and Salesforce Mobile App.
* Proficient in user management, permission sets, profiles, and role hierarchies to maintain system security and access control. Skilled in customizing Salesforce with custom objects, fields, page layouts, and record types to meet evolving business needs.
* Knowledge on CPQ Cloud Service for Salesforce.com to configure, price, quote, and create proposals immediately and streamline renewals.
* Skilled in data import/export, cleaning and maintenance using Data Loader and Import Wizard.
* Experienced with Salesforce Connect, External Objects, and integrations via REST/SOAP APIs, middleware, and AppExchange solutions.
* Created data migration strategies and solution from traditional applications to Salesforce using Import Wizard and Apex Data Loader.
* Extensive experience with declarative tools like Flow Builder, Process Builder, and Approval Processes to automate and streamline complex business processes without code.
* Proficient in creating reports, dashboards, and analytics using Salesforce Report Builder, Tableau CRM (Einstein Analytics), and custom report types.
* Experienced in onboarding new users, creating training materials, and delivering hands-on sessions to ensure adoption.
* Proficient with project management and documentation tools like JIRA and Confluence for process mapping.
* Involved in **QA** and **UAT** sessions and guided business users in validation and verification of business requirements.
* Excellent leadership and interpersonal skills. Team player with ability to work effectively with all levels of organization and individually as well.

**Certiﬁcations:**

Salesforce.com Certiﬁcation – **Administrator: 2163986**

**Professional Summary:**

**Fiat Chrysler Automobiles, MI Nov 2022 – Present**

**Sr Salesforce Administrator / Business Analyst**

* Expertise in **user management, security controls, roles, profiles, permission sets, and sharing rules** to ensure data integrity and compliance with organizational policies.
* Skilled in **Salesforce configuration and customization**, including **custom objects, fields, page layouts, record types, workflows, validation rules, and automation** using **Salesforce Flow and Process Builder**.
* Extensive experience in **gathering business requirements, conducting gap analysis, and designing scalable Salesforce solutions** to improve operational workflows and enhance user productivity.
* Designed and developed project document templates based on SDLC methodology and documented Business requirement documents and Functional requirement documents.
* Proficient in **data migration, cleansing, and deduplication** using Data Loader, Import Wizard, SOQL, and ETL tools to maintain a clean and accurate customer and vehicle records.
* Hands-on experience integrating Salesforce with **third-party applications, APIs, AppExchange solutions**, and cloud-based platforms like **Marketing Cloud, CPQ and Service Cloud.**
* Created and maintained complex reports, dashboards and data models to provide insights that support business strategy and sales performance.
* Experience in **automating lead management, vehicle service workflows, and customer communication** to enhance sales team efficiency and improve service response times.
* Experienced in **conducting user training, creating documentation, and implementing Salesforce best practices** to maximize CRM effectiveness.
* Up-to-date with **Salesforce releases, enhancements, and industry trends**, ensuring continuous system improvements and alignment with business goals.
* Collaborated with cross-functional teams and partnering with IT teams, developers, sales, marketing, and customer service teams to align Salesforce solutions with business objectives.

**Fiat Chrysler Automobiles, MI Sept 2019 – Nov 2022**

**Salesforce Administrator**

* Worked with various salesforce.com standard objects like **Accounts, Contacts, Opportunities, Products, Cases, Leads, Campaigns, Forecasts, Reports and Dashboards**.
* Created **lookup and master-detail relationships** on the objects and created **junction objects** and various advanced fields like **Picklist, Field Dependencies, Custom Formula**.
* Configured new product instance to meet business needs with **validation rules, workflows, flows** along with **dashboards** and **reports.**
* Experience in working on **Field level, Object level** and **Record Level Security** based on Roles and Profiles.
* Involved in designing, development and deployment of **custom objects, custom tabs, custom fields, Record types, page layout, Apex classes, Triggers and Visualforce Pages** as per business requirements.
* Used **Data Loader** to transfer the data into Objects and Fields from the legacy system to salesforce.com. Involved in **data mapping** and **migration of data** from various business centers to saleforce.com
* Implemented Email-to-Case, Web-to-Case entry and manual case entry for entering customer's cases in Cases Tab and created page layouts, search layouts to organize fields, custom links, related lists, and other components on record pages.
* Created **HTML**, **Text based Email Templates** and Folders for diﬀerent business groups.
* Assisted in the configuration and administration of the **CPQ/CLM** application.
* Worked on **Lightning App Builder** to develop apps visually, without code using **Custom-Built Lightning Components.**
* Developed **Reports, dashboards**, and **processes** to continuously monitor data quality and integrity.
* Managed all aspects of user and **license management** including **new user setup/deactivation, roles, profiles, permissions, public groups, organization wide defaults, sharing rules and queues**.
* Created **Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow & Approvals**.
* Developed and configured the **push notification** for both SMS and email.
* Used the **sandbox** for testing and migrated the code to the deployment instance after testing.
* Worked on bug fixes and enhancements for the required functionality.
* Performed unit testing on new system implementations and configurations and supported in the on-boarding and training of new Salesforce.com users.
* Participated in activities with team members for successful application transitions through the **AGILE development, testing, implementation, and maintenance stages**.
* Used **Jira** defect tracking tool for maintaining of user stories and raising defects.
* Provided ongoing support for its projects to business client’s **post- deployment** to ensure successful operation.

**Caterpillar, IL April 2018 – July 2019 Salesforce Administrator / Business Analyst**

* Performed Salesforce.com Administrative activities including creating **Users, Roles, Role Hierarchy, Profiles, Record Types, Page Layouts, Validation rules, Workflows, Process Builders and Flows, Approval process, Reports, Dashboards, Queues, Public Groups, Sharing Rules, Permission Sets**
* Experience in implementing **CRM features** like Lead, Account, Campaign, Case management using Web-to-lead, Web-to case, Email-to-case and custom Lead conversion.
* Responsible for enabling **network-based security** and organization-wide list of trusted IP address.
* Created secure access for registered users and implemented session and error handling for logging activity.
* Worked on **Salesforce Lightning Process Builder** to easily automate Business Processes.
* Experience in developing, designing, and managing the **Lightning console** to meet the organization’s requirements.
* Worked on SFDC Configuration & Setups for Profiles & Roles setup, Data Management, Collaboration, Access Management.
* Ensured to maintain data integrity by merging duplicate records and cleaning up the unnecessary custom fields and formats.
* Performed **mass uploads** and **updates of data** as required using **Apex Data Loader.**
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com subjects. Used it to read, extract and load data from comma separated values (CSV) files.
* Responsible for evaluating new Salesforce releases and developing plans for their implementation.
* Worked extensively with the QA team for designing Test Plan and Test Cases for the User Acceptance Testing (**UAT**).
* Handled day to day operational questions/issues from internal clients as well as perform production support duties.

**Caterpillar, IL Nov 2015 – March 2018**

**Salesforce Business System Analyst**

* Worked in Agile Scrum Methodology for Salesforce implementation with iterative sprints system throughout the SDLC – facilitated daily scrum meetings, sprint planning meetings, sprint review meetings, and sprint retrospective meetings.
* Managed product support by working with the business to analyze their **business requirements** and in return providing technical expertise and producing **functional design** for application additions and modifications.
* Experience in carrying out different analysis techniques such as **GAP**, **AS**-**IS**, **TO**-**BE** Process and **Impact analysis**.
* Worked in **Agile** fashion, **sprint planning** (2-3 weeks sprints), schedule and drive **SCRUMS** to track progress, communicate periodic status to stakeholders and senior management.
* Working experience with the **configuration** and **creation** of objects, fields, page layouts, workflows.
* Experience with creating Salesforce **reports** and **dashboards**.
* Created **unit test cases** and coordinated change requests to drive the business requirements during **Integration** and **Testing** stages.
* Developed training materials and documentation for users for new enhancements.
* Resolved post deployment issues reported from support department.
* Designed the Custom Objects, Custom Tabs, Validation Rules, Workflow Rules, Auto-Response Rules, and Page Layouts to suit to the needs of the application.
* Responsible for data migration using Apex Data Loader in Salesforce.com.
* Worked on Collaborative - Leveraged Salesforce Chatter for the teams to communicate with each other.
* Configured Salesforce one app and Setup SSO for mobile sign in
* Integrated supported and administration of Salesforce Platform-tools, including, AppExchange, Collaborative, Mobile and Cloud options.

**Caterpillar, IL May 2015 – October 2015**

**Business Analyst**

* Supervised and performed all listed functions through the entire **Business Process Modeling** like **Requirement Gathering** and **Phase Analysis**.
* Designed and developed project document templates based on SDLC methodology.
* Participated in discussions and **JAD** Sessions to gather business requirements and discuss possible solutions, documenting them into a **Business Requirements Document** and translating into **Software Requirement Specifications** (SRS).
* Assisted the test team in developing and executing the Test Plans, and Test cases based on the Business Requirements Documents, Functional Requirement, and Use Cases.
* Played a key role in the planning, **User Acceptance testing**, and Implementation of system enhancements and conversions.
* Opened production defects, bugs, and tracked them to closure.

**Education:**

**Master of Science in Computer Systems Analysis/Analyst** Aug 2013 – Dec 2014

University of Illinois at Springfield, Springfield, IL GPA – 3.9/4.0

**Electronics and Communication Engineering** Sept 2009 – May 2013

Osmania University, Hyderabad, Telangana, India GPA – 3.5/4.0