



Uddeshya Kumar

uddeshyakumar30@gmail.com

+1 845-518-6902

PROFESSIONAL SUMMARY

- Experienced 5X Salesforce Certified Consultant with over 10 years of expertise is looking to leverage the skills in business analysis, product ownership, quality assurance, salesforce administration, and team leadership contributing to organizations.
- Having a proven track record of leading projects, analyzing requirements, managing teams, and ensuring successful implementations.
- Extensive ability to translate complex business needs into actionable plans and collaborate effectively with stakeholders makes them an asset to any team.
- Possess strong skillset in Salesforce administration, including declarative configuration to automate and streamline business processes.
- Skilled in creating insightful reports and dashboards using both native Salesforce tools and Tableau CRM (Einstein Analytics) to provide clear data visualizations and exceling at crafting detailed project documentation, data migration, user training, and data analysis.
- Expertise extends to building complex workflows including process / user flows and proofs of concept (POCs) to effectively demonstrate and validate business requirements.
- Highly motivated professional with strong analytical, problem-solving, communication, and interpersonal skills and a team player fostering an inspiring team environment with open communication culture.

CERTIFICATIONS

Salesforce Certified Administrator

Salesforce Platform Developer I

Salesforce Sales Cloud Consultant

Salesforce Business Analyst

Salesforce Associate

[Salesforce Double Star Ranger](#)

EDUCATION

Masters - Information Systems Marist College, NY 2018

Bachelor's – I.T. BVUCOE, India 2013

TECHNICAL EXPERTISE

Salesforce Cloud	Sales Cloud, Service Cloud, Experience Cloud, Financial Service Cloud, Data Cloud, Automotive Cloud
Custom Integration	Process Flows, Approvals, Salesforce Objects & Fields, Custom Settings & Custom Metadata Types, Email Services, Roles, Reports & Dashboards, Tableau CRM, Sharing Settings, APEX Exchange Package & Custom Application, Data Loading tools, Lucid Charts, Figma boards

Programming Languages & DB tools	C, C++, Apex, Visualforce, SQL Developer, DBVisualizer, Squirrel, SOQL, SOSL
SDLC Methodologies	Agile, Waterfall, Kanban, V Model, SDLC, RAD Model
Tools	MS Excel, MS PowerPoint, MS Access, Jira, HP ALM, Zpher, StoriesOnBoard, MS Visio, MS SharePoint, Confluence, Trello, BitBucket, GitHub, Slack, Google Suite (google docs, google sheets, google ppts), TestRail, Azure DevOps

PROFESSIONAL EXPERIENCE

CodeScience Inc. | Chattanooga TN
Sr. Salesforce Business Analyst

Nov 2021 – May 2024

Expertise in the Professional Service sector within a leading ISV Partner, leveraging knowledge and extensive experience across various Salesforce Clouds and domains. This background has been instrumental in crafting innovative Salesforce applications, accelerators, and products within the Salesforce Ecosystem.

- **Requirements Gathering & Analysis:** Collaborated with stakeholders to define functional & non-functional requirements, translating them into technical specifications for Salesforce customization and system integration.
- **Project Management:** Led diverse Salesforce projects (Mortgage, Health Cloud, Financial Services) as a Product Owner, including client engagement, project roadmaps, and Scrum ceremonies. Owned and contributed to user stories, acceptance criteria in JIRA, StoriesOnBoard, Gherkin, and Confluence, managing project artifacts.
- **Sales & Service Cloud:** Executed Sales & Service Cloud implementations encompassing Lead generation, Opportunity Management, Case Management, CTI integration, and knowledge base setup (articles, categories).
- **Financial Services Cloud Expertise:** Spearheaded Salesforce Financial Service Cloud initiatives, including RIA Accelerator development for wealth management clients.
- **Experience Cloud Development:** Leveraged Experience Cloud to develop industry-specific websites (e.g., tolling industry), involving user research, persona creation, and journey mapping.
- **Process Automation & Integration:** Implemented process improvements through Salesforce integrations,

gap analysis, RACI charts, workflow creation, and solution design.

- **Business Workflow Design:** Designed scalable workflows aligned with organizational goals, collaborating with UI/UX designers for wireframes and prototypes.
- **Project Demonstration & Delivery:** Led and facilitated project demos showcasing deliverables at all stages.
- **Data Integration & Mapping:** Conducted thorough data mapping analysis to ensure seamless integration between Salesforce and external APIs.
- **Salesforce Lightning Configuration:** Demonstrated expertise in declarative customizations performing admin duties such as scratch org creation, declarative configuration, and change management using Git, App Builder, permissions, sharing rules, and flows in Salesforce Lightning.
- **Reporting & Analytics:** Developed and maintained custom reports and dashboards for stakeholders, utilizing tools like Einstein Analytics and Tableau CRM.
- **Documentation & Communication:** Produced comprehensive documentation (BRDs, Use Cases, User Stories, Process Definitions, etc.) and authored feature briefs to aid technical teams.
- **End-to-End Project Execution:** Participated in full project lifecycles, including discovery, build, and security review submissions.
- **Stakeholder Engagement:** Facilitated workshops with clients and end users to gather feedback and implement iterative updates.
- **User Training & Testing:** Conducted user training sessions, prepared QA artifacts, and wrote test cases for successful project delivery.

Citigroup Technology Inc. | Rutherford, NJ

Sept 2020 – Oct 2021

Business Analyst / QA Manager - Salesforce

Project: Implement Compliance Risk Management Dashboard for ICRM Globally

Built an interactive Compliance Risk Management Dashboard within Citi Risk and Controls platform, used for reporting and analytical purposes, helping effective governance and oversight to various stakeholders.

Responsibilities:

- Involved in all phases of the SDLC, including requirement gathering, analysis, design, development, deployment, and maintenance, preparing functional and technical design documents, and corresponding artifacts such as FRD, BRD, SRS, and STTM.
- Managed a QA team, strategized effort estimations, and validated multiple Tableau dashboards; performed extensive testing including system integration, UAT, and functional testing, resolving issues in SIT/UAT/Prod environments.

- Customized Salesforce applications and user roles, managed profiles, security settings, and data protection; performed Salesforce-specific tasks including creating workflows, automating tasks, and supporting 700 Salesforce users.
- Utilized Agile methodologies for project management, created Jira dashboards, conducted sprint planning, and wrote user stories and acceptance criteria using Salesforce Agile Accelerator; participated in daily stand-up calls and facilitated project implementation with user training.

Citigroup Technology Inc. | Rutherford, NJ
Business Analyst / QA Manager - Salesforce

May 2019 – Sept 2020

- 1. Automate and reduce manual reports for centralized portfolio risk review reports.**
- 2. CCB Reporting: Implement new features to address Part 30 for Citi Commercial Bank**

The objective of this project was to systematically generate Private Bank Portfolio Risk Review Reports from CitiInsight acquiring data from approved sources and reduce any manual intervention involved in the generation of the reports in CitiInsight platform. Reports include Global & Regional metrics which are standardized to bring consistency in content and eliminate any definitional differences that exists across various regions APAC, EMEA, NA & LATAM.

Responsibilities:

- Collaborated with Citi leadership and cross-functional teams to manage day-to-day activities of the PBR and CCB project, including requirement analysis, design, development, and testing strategy implementation.
- Utilized SQL, DBVisualizer, and Squirrel for data analysis, ensuring accurate data flow from various source systems into the reporting repository and generating automated report packages for SIT and UAT environments.
- Managed testing teams by planning test strategies, assigning tasks, executing test cases, and using HP ALM Quality Centre for bug tracking and test management; actively participated in project requirement walkthroughs and daily stand-up sessions.
- Developed and customized Salesforce.com objects, workflows, validation rules, Visualforce pages, and managed end-user training and support, ensuring seamless integration and functionality of campaign processes.

Citigroup Technology Inc. | Warren, NJ
Business Analyst / QA Lead - Salesforce

Oct 2018 – May 2019

Responsibilities:

- Collaborated with Product Owners and business stakeholders to build cross-region cloud strategies, refine project methodologies, and capture intricate business process flows, enhancing project accuracy and resource planning.
- Managed daily stand-ups, sprint planning meetings, and task assignments, tracking progress with Sprint burndown charts, and facilitating deliverable distribution on Sprint task boards.
- Developed comprehensive user stories and custom Salesforce components, including fields, objects, workflow rules, and validation processes, ensuring alignment with business requirements and role hierarchies.
- Led testing efforts by translating business requirements into test plans and cases, performing data validations, defect tracking, and documentation using JIRA and Confluence, and creating detailed Project Test Plans.

Ohio Department of Taxation | Columbus, OH
Salesforce Business Analyst

July 2018 – Oct 2018

ODT to automate the manual system on its website using multiple portals exclusively for Ohio Municipality and Wholesale Cigarette Distributors for portal usage by ODT users (Admin & Support people) and External MUNI users (Net profit & Electric) from their STAR and FileNet database. MUNI portal consisted of tabs which were developed using Salesforce Lightning.

Responsibilities:

- Gathered and documented business and software requirements through interactions with various business users for Salesforce implementation.
- Conducted interviews and feedback sessions to understand role hierarchies and created a high-level BRD.
- Configured Salesforce security settings, roles, profiles, permission sets, and field-level security, used Salesforce Agile Accelerator and provided training and support to 50 Salesforce users.
- Utilized Salesforce Lightning for creating automated processes, reports, and report folders, and ensured data integrity using best practices and data loading tools.

Marist College | Poughkeepsie, NY
QA Lead

Oct 2016 – May 2018

Responsibilities:

- Led and managed a QA team of four graduate students, overseeing functionality and user-interface testing for upgrades to Apereo's Sakai 11.4 and 12.0, and improving QA processes through participation in weekly Test Fests and annual QA conferences.
- Conducted extensive testing for Marist College's iLearn (Sakai tool) and the Sakai Community, including regression testing, UAT, smoke testing, and mobile app testing across various devices and operating systems.
- Created, executed, and documented test cases and results using HP ALM, and collaborated in designing an automated testing framework using Selenium.
- Documented software defects using HP ALM, including creating and verifying tickets, and contributed to the development of the HP ALM Bug Fix Workflow.

Samson | Noida, India
Business Analyst

July 2013 – July 2016

Responsibilities:

- Implemented and executed software testing phases for Edoors, including test plans, strategies, and cases, ensuring alignment with business requirements and using HP ALM for defect management and reporting.
- Managed a 5-member team, coordinated resource allocations, created work assignments, and ensured compliance with quality standards and timelines.

- Performed database testing with SQL queries to verify data integrity and extracted test case results through HP ALM for documentation purposes.
- Maintained excellent communication with clients and developers, participated in all Agile ceremonies, and developed test cases for manual and automation testing, contributing to full-scale system and regression testing.

References are available upon request.