

Ayesha Mohammed

Strategic Salesforce Business Analyst | Salesforce Product Owner | Salesforce CRM Solutions Consultant
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Professional Summary:

Salesforce Certified Business Analyst with 6 years of experience delivering strategic, data-driven solutions across Salesforce platforms. Proven ability to translate business challenges into scalable, high-impact solutions through cross-functional collaboration, process redesign, and automation. Adept at aligning technical capabilities with organizational goals to drive efficiency, enhance user adoption, and support long-term growth. Demonstrated leadership in driving key initiatives, mentoring junior analysts, and fostering collaborative team environments. Brings a strong analytical mindset, effective communication skills, and a focus on problem-solving and gap analysis. Expertise spans Education Cloud, Experience Cloud, Service Cloud, Sales Cloud, Marketing Cloud, CRM Analytics, and Data Cloud.

Core Competencies:

Salesforce Administration & Optimization | Data Migration & Integration | Stakeholder Collaboration & Business Requirement Gathering | Process Automation & Workflow Optimization | Product Thinking & Roadmap Development | Agile & Waterfall Project Management | User Training & Technical Documentation | Gap Analysis & Problem Solving

Work Experience:

Boston University, MA | Sr. Salesforce Business Analyst

Jan 2024- Feb 2025

- **Strategized and prioritized** Salesforce roadmap initiatives, aligning solutions with institutional goals and increasing delivery speed by 25%.
- Collaborated with cross-functional teams to gather business requirements, translating 95% into actionable **user stories** using **Confluence and Jira**.
- Conducted thorough **gap analysis** to identify improvement opportunities in existing processes.
- Identified and resolved key business pain points by automating legacy processes with Flows and Validation Rules, improving operational efficiency by 30%.
- **Led data mapping** for BBEC to Salesforce migration using Workbench and Data Loader, ensuring 99% data accuracy and seamless integration.
- Created **Lucidchart process flow diagrams** to document integrations, workflows, and automation.
- Facilitated retrospectives using MS Teams and Mural, boosting team efficiency by 20%.
- Conducted **user training, demos**, and adoption programs supported by MS PowerPoint and Slack, achieving a 90% adoption rate.
- Managed **sprint planning and backlog** grooming in Jira to ensure priority alignment and timely delivery.
- Designed and executed **QA and UAT** test plans with Excel and Confluence, reducing post-deployment defects by 35%.
- Championed internal knowledge-sharing sessions and **mentored junior analysts** to build internal Salesforce expertise.
- Applied strong communication skills to align technical teams and business stakeholders.

- Developed and implemented a **solution-focused enhancement plan** using Process Builder and Flows, reducing redundant processes and increasing team productivity by 20%.
- Partnered with stakeholders to gather requirements via **Visio diagrams** and Confluence-based BRDs/FRDs, focusing on clear communication and needs analysis.
- Created **Tableau and CRM Analytics** dashboards for leadership teams, reducing reporting delays by 25%.
- Conducted UAT using Excel-based scripts and collected feedback via MS Teams, achieving 95% stakeholder satisfaction.
- Migrated data using Data Loader with 99% accuracy, ensuring legacy data integrity.
- Automated manual workflows using declarative tools, reducing manual effort by 30%.
- Delivered tailored **training programs and documentation** using MS Word and Slack.
- Performed gap analysis to optimize current-state and future-state Salesforce capabilities.
- **Led onboarding and coaching efforts** for new BA team members.

- **Drove strategic Sales Cloud implementation** and security setup using Profiles, Permission Sets, and Role Hierarchies.
- Facilitated **Agile ceremonies** using Jira and Confluence, improving project delivery by 20%.
- Collaborated with stakeholders and created strategic dashboards in CRM Analytics for executive decision-making.
- Reduced Salesforce ticket backlog by 40% through governance tracked in MS Project.
- Used **SOQL to extract custom reports** for data validation.
- Acted as a liaison between business and IT leadership, mentoring team members using Slack and MS Teams.
- Collected and analyzed user stories to inform backlog prioritization and solution design.

- **Proposed workflow enhancements** using Process Builder and Validation Rules, increasing process efficiency by 30%.
- Conducted training sessions for 100+ users with training material built in MS Office and delivered via Teams.
- Created process documentation in Confluence and MS Word.
- Supported data migration with Excel mapping templates and **Workbench** validations.
- Reduced deployment defects by 35% through Excel-driven UAT tracking.
- **Led pilot training programs** to upskill internal teams on Salesforce best practices.
- Utilized problem-solving skills to resolve integration and user experience challenges.

Education:

- **MBA**, Liverpool Business School, London (2021-2023)
- **Bachelors in Information Technology**, Jawaharlal Nehru Technological University, India (2010-2014)

Certifications:

Salesforce Administrator Certification | Salesforce Certified Business Analyst