

Bhavana Rao

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Link

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Skills

Salesforce Technologies: Sales Cloud, Service Cloud, CPQ, Lightning Experience, Classic, Flows, Process Builder, Approval Processes, Reports & Dashboards, Record Types, Page Layouts, Validation Rules, Profiles, Permission Sets, Role Hierarchies

Data Management & Integration: Data Loader, Import Wizard, Workbench, DocuSign, Conga Composer, Excel, SOQL, SOSL, REST API, Postman

BA Tools & Skills: Requirements gathering, User Stories, Process Flows, UAT Coordination, BRD/FRD Documentation, JIRA, Agile/Scrum

QA & Testing Tools: Selenium WebDriver, TestNG, LoadRunner, JMeter, HP ALM, Functional & API Testing

Programming & Scripting: Apex (basic), Java (for automation), HTML

Other Tools: DevOps (Sandbox/Prod), Slack, JIRA, Google Suite, Microsoft Excel/PowerPoint

Certifications

- Salesforce CPQ Specialist
- Salesforce Administrator

Salesforce-certified professional with 9+ years of experience in Salesforce administration, quality assurance, and business analysis across insurance, healthcare, and retail sectors. Proficient in gathering and documenting business requirements, conducting gap analysis, facilitating UAT sessions, and delivering end-to-end Salesforce and CPQ implementations. Skilled in workflow automation, Apex debugging, test planning, and reporting. Proven ability to collaborate with cross-functional teams to optimize CRM performance, enhance user adoption, and elevate data quality.

Work History

Salesforce Business Analyst

Intelogik Solutions, Pure Insurance

September 2019 - June 2022

- Collaborated with business stakeholders to gather and document requirements, translating them into detailed functional specifications for Salesforce enhancements that improved system usability.
- Performed gap analysis and impact assessments to support sprint planning and backlog prioritization, authored 40+ user stories in Agile environment, improving delivery efficiency.
- Configured Salesforce CPQ components, including 100+ products, multi-tiered price books, discount schedules, and custom quote templates, reducing quote generation time.
- Led UAT sessions with cross-functional teams; created 50+ test cases and incorporated user feedback to ensure adoption at go-live.
- Integrated DocuSign and Conga to automate contract lifecycle and invoicing workflows, reducing manual processing time by 50% and increasing compliance tracking accuracy.
- Migrated and cleansed over 25,000 records using Data Loader and Workbench; ensured accurate field mapping and eliminated data inconsistencies.
- Designed real-time dashboards and reports to track sales pipeline, quote conversion, and customer retention metrics, enabling data-driven decision-making and a increase in renewal rates.

Salesforce QA

Sonata Software Ltd, Johnson & Johnson

December 2015 - November 2017

- Participated in requirement analysis sessions with business users and documented business process flows.
- Executed test cases and logged bugs; collaborated with developers to validate Salesforce automation logic, contributing to decrease in production issues.
- Managed roles, profiles, permission sets, and org-wide sharing rules across 5+ teams, ensuring data access compliance and reducing security-related incidents.
- Supported data cleansing efforts and sandbox refreshes; handled user setup and deactivation, maintaining 100% user license optimization.
- Analyzed enhancement requests and translated them into clear change requests and user stories for backlog grooming and sprint planning.
- Built custom reports and dashboards to monitor KPIs and workflow performance, enabling leadership to make informed operational decisions.
- Ensured 100% compliance with HIPAA and internal governance policies during data handling and configuration changes.
- Used JIRA and HP ALM to manage 500+ test cases, track defects, and

generate test execution reports, improving QA traceability and audit readiness.

QA Automation Analyst

*Cognizant Technology Solutions ,
Farmers Insurance*

*September 2011 - November
2012*

- Performed manual and automated testing for web-based applications, identifying and reporting over 150 defects across functional and regression cycles, improving release quality.
- Developed Selenium automation frameworks in Java and conducted functional, regression, and API testing.
- Conducted performance testing using LoadRunner and JMeter.
- 100+ user acceptance criteria, develop detailed test plans, and lead defect triage meetings, accelerating issue resolution.
- Participated in sprint planning and retrospectives as part of Agile teams, contributing to continuous improvement of testing processes and a 20% reduction in bug leakage to production.

Education

Bachelor in Engineering - Computer Science
Bangalore