

YOUR NAME

Email | Phone | City, State | LinkedIn URL

SUMMARY

Results-oriented **Business Analyst** with 4 years' experience of optimizing CRM implementations, driving process improvements, and delivering actionable insights to enhance business performance. Skilled in data analysis, stakeholder collaboration, and system documentation, with a strong focus on increasing efficiency and user adoption. Seeking to leverage knowledge of customer needs and Salesforce capabilities as a **Product Manager** at Company Name.

KEY SKILLS

Product Lifecycle Management, Product Roadmap Development, User Story Writing & Backlog Management, Feature Prioritization & Decision Making, Product Launch & Iteration, Customer Feedback & User Research, Data Analysis & Metrics, Stakeholder Management & Communication, Business Process Optimization, Agile & Scrum Methodologies.

EXPERIENCE

SaaS Company (Indianapolis, IN)

Month Year – Month Year

Business Analyst (Month Year – Month Year)

- Led the development and launch of three new Salesforce features, working with cross-functional teams to align on requirements, prioritize tasks, and deliver on time.
- Managed product backlogs, wrote user stories, and coordinated sprint planning using Agile methodologies to deliver a seamless customer experience across multiple platforms.
- Conducted user interviews and surveys to gather feedback, resulting in the prioritization of key product enhancements that improved user engagement by 25%.
- Collaborated with marketing and sales teams to define go-to-market strategies, resulting in a 30% increase in product adoption within the first quarter post-launch.
- Analyzed customer data to identify product pain points, leading to the implementation of feature improvements that increased customer retention by 20%.
- Identified and implemented process improvements within Salesforce, reducing manual work by 30% and enhancing the overall user experience.
- Led user acceptance testing (UAT) for new Salesforce features, ensuring successful system integration and minimizing post-deployment issues.
- Supported sales and marketing teams by analyzing customer data in Salesforce, identifying trends that informed targeted campaigns and improved lead conversion by 15%.

Intern (Month Year – Month Year)

- Collaborated with cross-functional teams to enhance Salesforce CRM features, optimizing user workflows and improving client adoption rates by 15%.
- Developed custom reports and dashboards using Salesforce Analytics Cloud, delivering actionable insights that supported strategic decision-making for enterprise clients.
- Automated data integration processes using Apex and MuleSoft, reducing data processing time by 30% and improving system reliability.

EDUCATION

Indiana University Kelley School of Business (Bloomington, IN)

Graduated: Month Year

Bachelor of Science in Business, Major: Information Systems

GPA: 3.69 / 4.00

CERTIFICATIONS

- Certified Scrum Product Owner, Month Year
- Product Management (AIPMM), Month Year
- Google Analytics, Month Year
- Salesforce Certifications (Administrator, Advanced Administrator, Platform App Builder, Sales / Service Cloud Consultant, Technical Architect)