

# RAYHAN AHMED MOHAMMED

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5x Salesforce certified | Business Analysis | Salesforce Administration | Agile mindset | Certified Scrum Master (CSM) | JIRA.

I am highly dedicated and meticulous, with an eternal zeal to learn and grow. Certified Salesforce Business Analyst, Salesforce Administrator & Salesforce Sales Cloud

## Experience:

- Onsite-Offshore
- Software Development Life Cycle
- Salesforce Product Knowledge Improvement
- Experience with SQL Platforms like SQL Server, MySQL
- Agile Development Lifecycle
- Systems Design Integration
- Process Reengineering
- Salesforce Data Analyst
- Salesforce Revenue Cloud, CPQ

## CERTIFICATION & KNOWLEDGE

- Salesforce
  - Salesforce Certified Business Analyst – (3154917)
  - Salesforce Certified Sales Cloud Consultant – (3172799)
  - Salesforce Certified Service Cloud Consultant- (3502770)
  - Salesforce Certified Advanced Administrator (SCAA) – (3158871)
  - Salesforce Certified Administrator – (2897247)
- Trailhead by Salesforce (Admin Super Set & Superbadge)
  - Business Administration Specialist
  - Lightning Experience Reports & Dashboards Specialist
  - Security Specialist Superbadge
  - Selling with Sales Cloud Specialist Superbadge
  - Service Cloud Specialist Superbadge
  - CRM Analytics Data Preparation Specialist Superbadge
  - CPQ Billing Specialist Superbadge
- Atlassian
  - Jira Fundamentals Badge – (249279879)
  - Beginner's Guide to Agile in Jira Badge – (249740527)
- Certified ScrumMaster® (CSM®)

## CAREER SUMMARY

A5 Corp- Full Time

Nov 2022 – Till Date

### Job Description:

The Junior Salesforce Business Analyst is responsible for assisting in the analysis and optimization of our Salesforce.com deployment. The successful candidate will have a foundational understanding of the Salesforce platform and the ability to assist in gathering business requirements, translating them into actionable insights, and supporting the implementation of

solutions. The Junior Business Analyst will work closely with stakeholders, Salesforce Administrators, and other team members to drive improvements in business processes.

### Responsibilities:

- Assist in gathering and documenting business requirements from stakeholders for Salesforce projects.
- Work closely with Salesforce Administrators to identify, develop, and deploy business process improvements.
- Support the development and maintenance of Salesforce customizations, applications, extensions, and integrations.
- Collaborate with various internal departments, including marketing, product development, operations, and other teams, to ensure Salesforce projects support the organization's needs.
- Assist in creating and managing custom fields, formulas, validation rules, custom workflows, and approval processes.
- Support data quality efforts, including deduplication and cleaning operations.
- Assist in the creation of customized reports and dashboards in Salesforce.
- Stay updated on new Salesforce features and functionality, providing recommendations for process improvements.
- Assist in training and support for Salesforce users across the organization Troubleshoot and fix bugs.

### Project: Salesforce Solution for Loan Application Management.

**Role:** Junior Business Analyst

**Client:** LendInvest, London, UK

The primary objective of this Salesforce project is to enhance the loan application management process for LendInvest by implementing necessary changes to the data model, user experience, sharing model, and process automation. The project will focus on the following essential requirements:

**User Experience:** Update the naming convention in Salesforce to match LendInvest's internal terminology, replacing "Opportunity" with "Application."

**Data Model:** Create a new "Secured Properties" object related to the Application object, capturing property address and valuation in GBP currency.

**Sharing:** Implement a sharing model that allows Business Development Managers (BDMs) to view Applications owned by others in their team and restricts access to Applications owned by BDMs in the opposite region (North or South).

**Process Automation:** Create a new field on the Application called "Underwriter Deadline" and automate its value assignment based on the mortgage product type. (Development Finance, Short Term Loan, and Auction). Ensure each Application has a single product type. Implement automation logic to set the Underwriter Deadline field as soon as an application is created, using the following criteria:

- Development Finance: Deadline 28 days after the Application is created.
- Short-Term Loan: Deadline 10 days after the Application is created.
- Auction: Deadline 7 days after the Application is created.

## **Project: Optimized Lead Management and Engagement Tracking in Salesforce**

**Role:** Salesforce Business Analyst and Administration.

**Client:** Guild Education, NY, USA

This Salesforce project aims to optimize lead management for Guild Education by engagement tracking by assigning leads to queues based on the industry, prioritizing leads, capturing engagement activities, and managing tasks and cases.

### **Key Features Delivered:**

1. Lead Assignment by Industry
2. Lead Priority Management
3. Engagement Tracking
4. Leads with Open Engagements Report
5. Task Visibility Configuration
6. Case Workload Management with flows & automation

This project will significantly improve the efficiency of lead management and engagement tracking in Salesforce, allowing sales teams to focus on leads with the highest potential and prioritize their workload effectively.

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## **E D U C A T I O N**

- Bachelor of Information Communication Technology, Western Sydney University, NSW, (2026)
- High School, Australian International Academy Strathfield, Australia - 2022
- Salesforce Trailhead Triple Star Ranger – 2023 ( <https://trailblazer.me/id/rayhan21> )