**Poornima Vandhana Ravi**

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**Career Objective**

To take a challenging post for understanding business change needs, assessing the impact of those   
changes, capturing, analysing and documenting requirements and then supporting the communication and delivery of those requirements with relevant parties.

**Specialized Skills**

Salesforce CPQ Business Analysis

Data Validation Data Management

System Administration Data Modeling

Reports and Dashboards Process Builder

Work flow and Approvals Microsoft office

**Academic qualifications**

Master of Science, Industrial Economics and Management, Sweden

#### Bachelors in Electronics and Communication Engineering, India

#### Certification and Badges

#### Salesforce Certified Administrator – 201

#### Business Administration Specialist Superbadge

#### Lightning Experience Reports and Dashboards Specialist Superbadge

#### Lightning Experience Specialist Superbadge

#### Process Automation Specialist Superbadge

#### Maternity Break

#### From May 2018 have taken a break and now looking to enter workforce

#### Intern Experience

#### Junior Salesforce Administrator, *Monument Cloud Solutions Nov 2016 – May 2018*

#### *Monument cloud solutions offer cloud-based solutions to its clients such as Salesforce CRM & NFP Cloud Financials I worked on salesforce CRM*

#### Designed, developed and deployed page layouts, components, custom objects, custom tabs to reach needs of organization.

#### Implemented pick lists, dependent pick list, Look up, Junction objects, Master detail relationships, Validation rules and formula fields to the custom objects

#### Worked on registration form applications like form assembly, form site and google forms and its integration with salesforce

#### Performed data import, export and updates on records

#### Managed user profiles, roles, permissions sets and validation rules

#### Implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users and have created various reports

#### Worked on work flows and process builders

**Work Experience**

**Business Analyst***, Technology Frontier* *August 2013 -2014*

*Technology Frontier are pioneers in providing Digital Solutions such as LED digital solutions, Scoring Software, Interactive engagement and Connected Stadium in various Sports arena*

* Support strategic plans of the company by providing research information
* Perform market research and data analysis on specific products and markets
* Data analysis involved performing SWOT analysis, Porters five force analysis, PEST analysis
* Making recommendations based upon primary research findings.
* Coordinated with Global Heads regarding financial matters such as Financial analysis and

Revenue analysis and reporting it to CFO and CEO

* Created PowerPoint presentations for executives
* Maintained company website to handle customer inquiries.
* Defining opportunities within them.

**Projects and Experience**

**Master Thesis - Business Models: Assessment of the dynamic and non-dynamic aspects**

January 2012 to August 2012(*Blekinge Institute of Technology, Sweden)*

Worked with **Ericsson AB** Fort Collins

This research describes how organization can make their business model dynamic according to the fast changing environment. We have analysed three global companies based on primary and secondary data with which we have generalized our findings. It is an academic research thesis using qualitative research strategy with multiple case study approach.

**User Centered Marketing and Innovation**

July 2011 to October 2011(*Blekinge Institute of Technology, Sweden*)

Involved performing market analysis for online shopping market in Sweden based on demographics, psychographics and firmographics.

Analysed online business culture in terms of innovation, technology and usage behaviours

Identified their **market needs, market trends, market growth, customer segments, competition, collaboration and macroeconomic forces**.

**Smartshoppie.se**

August 2011 to October 2011(*Blekinge Institute of Technology, Sweden*)

Developed a price comparison website [smartshoppie.se](http://smarshoppie.se) which has lots of other features that did not exist in other price comparison websites. To achieve that performed industry analysis, market analysis and developed marketing plan, Business model and financial figures.

**Gratisblocket.se**

March 2011 to June 2011(*Blekinge Institute of Technology, Sweden*)

Main task in this project was to investigate in detail about the case and check whether it is legal under intellectual property law. As gratisblocket.se was a copycat of blocket.se

**Hemkonsulten**

March 2011 to May 2011(*Blekinge Institute of Technology, Sweden*)

Given an opportunity to work with **company Hemkonsulten** in Karlskrona. Analysed business activity of the company and performed SWOT analysis. Suggested four strategic approaches which could make the company even more prosperous.

**Reference**– Available on request.