

ID CANDIDATE	ROLE	AVAILABILITY
15667	Salesforce Business Analyst	2 weeks

PROFILE RESUME

Certified Salesforce Business Analyst with 8+ years of experience in end-to-end CRM implementations, process optimization, and stakeholder management across diverse industries including finance, healthcare, retail, and logistics. Adept at translating business needs into technical solutions, improving user adoption, and leading cross-functional teams. Proven track record in driving digital transformation and maximizing ROI on Salesforce investments.

TECHNICAL SKILLS

Salesforce (Sales, Service, Marketing Cloud), Health Cloud, Experience Cloud, Jira, Confluence, Slack, Miro, Tableau, Power BI, SQL, Excel (advanced), Google Sheets

EXPERIENCE

Global Financial Services Company

2022 – present

Senior Salesforce Business Analyst

- Led business analysis for Salesforce transformation program impacting over 3,000 users in 12 countries.
- Translated regulatory and compliance requirements into CRM functionalities.
- Delivered automated credit risk workflows, reducing processing time by 40%.
- Designed custom reports for executive dashboards and regulatory bodies.

Multinational Healthcare Technology Provider

2019 – 2022

Salesforce Business Analyst

- Collaborated with product teams to digitize patient onboarding and case management via Salesforce Health Cloud.
- Developed and documented over 200 user stories; supported 5 development sprints per quarter.
- Reduced manual data entry by 65% through automated integrations with hospital databases.
- Conducted workshops with stakeholders from clinical and sales departments.

European Retail Chain

2017 – 2019

CRM Business Analyst (Salesforce)

- Participated in Salesforce Commerce Cloud integration to centralize customer data across 7 markets.
- Implemented loyalty program tracking and personalized marketing journeys using Marketing Cloud.
- Facilitated A/B testing and data-driven campaign optimization, increasing campaign ROI by 25%.

Junior Salesforce Analyst

- Supported rollout of Salesforce Service Cloud for customer service centers in Poland and Germany.
- Customized case management processes, SLAs, and escalation paths.
- Trained over 100 end-users and created comprehensive user manuals.
- Assisted with data migration from legacy ERP systems.

LANGUAGES

English: C1

COURSES AND CERTIFICATION

Salesforce Certified Business Analyst

Salesforce Certified Administrator

Salesforce Certified Associate

EDUCATION

University of Łódź

Information Studies and Econometrics

Master Degree

2009 – 2015

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