

# MEGHANA ALAPARTHY

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## PROFESSIONAL SUMMARY

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Business Analyst with 5 years of experience specializing in process and technology integration, requirements gathering, CRM implementations, and cross-functional project delivery. Proven ability to bridge business objectives with technological solutions, facilitate stakeholder workshops, translate complex requirements into user stories and epics, and drive change management initiatives. Strong expertise in Salesforce CRM, SQL, Tableau, JIRA, Agile/Scrum, UAT coordination, and business process modeling (BPMN).

## PROFESSIONAL EXPERIENCE

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**Paycom** — Dallas, TX

**Jan 2024 – Present**

### *Business Analyst II*

- Serve as the primary liaison between Go-To-Market teams, product managers, and engineering to align business objectives with technology solutions for payroll platform enhancements impacting 36,000+ client companies
- Lead requirements elicitation workshops with cross-functional stakeholders, translating business needs into well-structured user stories organized into epics with clear acceptance criteria in JIRA
- Spearheaded Salesforce CRM integration with Paycom's client onboarding workflow, defining functional specs and data mapping requirements that reduced client setup time by 35%
- Designed and proposed scalable business solutions by conducting in-depth gap analysis between legacy workflows and target-state processes, producing BRDs that drove a \$2M system modernization initiative
- Planned and coordinated UAT activities across payroll, benefits, and compliance teams — creating test plans for different user types, writing test scripts based on user stories, and guiding 15+ stakeholders through testing with 99.5% defect-free deployments
- Mentored and guided 3 junior Business Analysts on requirements documentation standards, user story writing best practices, and stakeholder communication techniques
- Facilitated Agile ceremonies including sprint planning, daily stand-ups, and retrospectives for a 12-person cross-functional team, improving sprint velocity by 20%
- Built automated data validation workflows using SQL and Python, translating technical insights into easy-to-consume reports for business leadership, reducing manual QA effort by 40 hours per sprint

**Paycom** — Dallas, TX

**Jun 2022 – Dec 2023**

### *Business Analyst I*

- Partnered with stakeholders to understand, document, and validate business requirements for Paycom's employee self-service module, producing 50+ detailed user stories with prioritized backlogs in JIRA
- Led the Salesforce CRM configuration for the client success team, gathering requirements through stakeholder interviews and designing custom objects, workflows, and dashboards that improved client retention tracking by 28%
- Created process flow diagrams, wireframes, and BPMN models using Visio and Figma, analyzing existing workflows to gain insights into current systems and reducing requirements ambiguity by 45%
- Facilitated workshops and cross-functional meetings to elicit clear, unambiguous requirements, prioritizing business needs and managing changes to project scope and timelines across 5 concurrent workstreams
- Supported change management initiatives by authoring comprehensive SOPs, training materials, and readiness assessments for the implementation team, accelerating new client onboarding by 25%
- Collaborated with data engineering to define ETL requirements for migrating 200+ client datasets to Paycom's cloud platform, ensuring data integrity across payroll, tax, and benefits modules
- Presented bi-weekly status reports and risk assessments to senior leadership, translating technical information into strategic recommendations that aligned project goals with organizational objectives

**University of Oklahoma** — Norman, OK

**Aug 2021 – May 2022**

### *Business Analyst – Graduate Assistant*

- Led the requirements gathering and process design for a campus-wide Salesforce CRM implementation serving 30,000+ students, coordinating across 8 departments from discovery through UAT
- Facilitated JAD sessions and stakeholder workshops with department heads to elicit, document, and validate CRM requirements, creating BRDs, use case diagrams, and data dictionaries
- Developed interactive Power BI dashboards visualizing enrollment trends, financial aid allocation, and departmental KPIs, translating complex data into actionable insights for executive stakeholders
- Mapped as-is and to-be business processes using BPMN notation, documenting 12 business process models that drove the university's digital transformation and process excellence initiatives
- Partnered with IT Services to analyze student enrollment workflows, identifying bottlenecks that led to a 35% improvement in registration processing time

**University of Oklahoma** — Norman, OK

**Jan 2021 – Jul 2021**

### **Junior Business Analyst Intern**

- Assisted in requirements documentation for the university's student information system upgrade, creating use case diagrams and data dictionaries for 5 academic modules
- Supported Salesforce CRM data migration by validating student records, cleaning 15,000+ contact entries, and documenting data mapping specifications for the implementation team
- Wrote UAT test scripts based on user stories and acceptance criteria, logging 80+ defects in JIRA and coordinating fixes with the development team to meet go-live deadlines
- Analyzed departmental spending data using Excel and SQL, producing monthly variance reports that identified \$120K in cost optimization opportunities
- Prepared presentation decks and executive summaries for project steering committee meetings, synthesizing complex data into clear, actionable recommendations

## **KEY PROJECTS**

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**Salesforce CRM Integration — Client Onboarding:** Led end-to-end requirements gathering and process design for integrating Salesforce CRM into Paycom's client onboarding pipeline. Defined custom objects, workflows, and automation rules, reducing client setup time by 35% and improving Go-To-Market team visibility into the onboarding funnel.

**University CRM Implementation (Salesforce):** Authored the full requirements package (BRD, use cases, data dictionary) for a campus-wide Salesforce CRM implementation serving 30,000+ students, led UAT coordination across 8 departments, and supported change management and user training.

## **TECHNICAL SKILLS**

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**Business Analysis:** Requirements Gathering & Elicitation, BRD/FRD/SRS, User Stories & Epics, Process Mapping (BPMN), Gap Analysis, UAT Planning & Test Scripts, Stakeholder Management, Use Case Modeling, Change Management, Workshop Facilitation

**CRM & Platforms:** Salesforce CRM (Admin & Config), Dynamics 365, ServiceNow, JIRA, Confluence, Microsoft Office 365, SharePoint

**Data & Analytics:** SQL, Tableau, Power BI, Excel (Advanced/Pivot/VLOOKUP), Python (Pandas), Data Validation, ETL Concepts

**Tools & Design:** Visio, Figma, Lucidchart, Miro, Balsamiq, Draw.io

**Methodologies:** Agile/Scrum, Waterfall, SAFe, Six Sigma (DMAIC), SDLC, ITIL