

Hema Boppana

Experience Summary:

10 years of experience in IT industry with 7+ years as Business Analyst in Salesforce/CRM/SAP-BW/SAP Hana. Strong technical capabilities along with the ability to independently function with global clients and in globally distributed teams. Gained significant experience in direct client-facing at different geo locations (**India, Germany Australia and USA**), trouble shooting and Client Management abilities.

Professional Summary

- Experience in various roles such as Salesforce Business Analyst, Salesforce Administrator, and involved in various phases of entire project from requirement gathering, implementation, training the end users.
- Interacted with various business team members to gather the requirements and documented the requirements.
- Documented Sales force fundamentals and reporting for easy understanding and navigation for business users.
- Liaison between the business client and technology team—developers, system architecture, and QA Testers
- Translate the business and user requirements into system requirements.
- Experience in implementing security and sharing rules at object, field, and record level for different users at different levels of organization. Also created various Roles, Profiles and configured the permissions based on the organizational hierarchy.
- Experience in customizing Data model of Salesforce.com CRM using Workflows, Validation Rules, and Approval Processes.
- Expertise in various Standard objects like Accounts, Contacts, opportunities, Cases, Leads, Campaigns, Reports and Dashboards.
- Created Page layouts, Search layouts to organize fields, custom links, related list and other components on a record detail and edit pages.
- Expertise in designing of Custom Objects, Custom Fields, Pick List, Role based page layouts, Workflow Alerts & Actions, Validation Rules, Approval Processes, Custom Tabs, Custom reports, Report folders, Report extractions, Record Types, Dashboards, and Email generation according to application requirements.

Professional Experience:

- Working as salesforce Business Analyst in BCBS from Apr 2019.
- Worked as Salesforce BA/Administrator in LA Care from Oct 2017 to Feb 2019.
- Worked as Senior consultant in Capgemini from Sep 2016 to May 2017.
- Worked as SAP BI consultant in Robert Bosch from Dec 2010 to Aug 2016.

CERTIFICATION:

- SALESFORCE CERTIFIED ADMINISTRATOR.

TRAILHEAD:

- Ranger Badge <https://trailblazer.me/id/hemab8>

Linked In:

<https://www.linkedin.com/in/hema-boppana-71433829/>

Education:

- Bachelor's in Computer Science, India 2008

TECHNICAL SKILLS:

CRM Tools	<ul style="list-style-type: none">• Salesforce.com
Salesforce Technologies	<ul style="list-style-type: none">• Salesforce1, Sales cloud, Service cloud, Data Loader, Custom Labels, CustomSettings, Data Categories, Article Management, SOQL/SOSL.
Methodologies	<ul style="list-style-type: none">• Agile/Scrum and Waterfall
Salesforce Integration Tools	<ul style="list-style-type: none">• Data Loader IO,
Databases	<ul style="list-style-type: none">• Oracle DB, SQL Server 2005/2008

PROFESSIONAL EXPERIENCE:**BCBS, CA****Role: Salesforce Business Analyst/Administrator****Apr'19 to Till Date****Roles and Responsibilities:**

- Created various Profiles, established object, and field level security, configured the permissions based on the organizational hierarchy requirements.
- Performed the role of Business Analyst, interacted with various business user groups for gathering the requirements for salesforce.com CRM implementation.
- Working with Release management teams for the required approvals for deployments.
- Translate the business and user requirements into system requirements.
- Designed, Implemented, and deployed the Custom objects, Page layouts and Custom tabs to suit to the needs of the application.
- Provided training to internal business users to use the application and develop their own custom reports.
- Created Custom Profiles and Permission Sets to manage security and data access.
- Implemented various Custom Reports and deployed them for different business user levels.
- Experienced in working with Agile (Scrum) methodology for product development in short sprints.
- Involved with Salesforce.com Premier Support and handled the support cases with the help salesforce.com support.

LA Care, CA**Role: Salesforce BA/Administrator****Oct'17 – Feb'19****Roles and Responsibilities:**

- Facilitate business requirements gathering sessions with the business owners and key technical resources.
- Created several Validation rules and Workflow rules to meet the business requirements.
- Expertise with Administration and Configuration of Salesforce.com CRM to populate and maintain data.
- Used Data Loader for insert update and export of data from Salesforce Objects. Used it to read, extract, and load data from comma separated values (CSV) files.
- Provided deployment, training, and change management support to business users
- Collaborate with business partners to analyze and understand business problem/need.
- Perform GAP Analysis of the 'as-is' and 'to-be' system.
- Administrated and monitored the company's Salesforce CRM application
- SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Record Types, Reports, Analytic Snapshots, Dashboards, Tasks and Events.

Ausnet, Australia

Role: salesforce Administrator

Sep'16 - May'17

Roles and Responsibilities:

- Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Reports and Opportunities.
- Liaison between the business client and technology team—developers, system architecture, and QA Testers
- Collaborates with CRM system developers to maintain, create and update user roles, security, profiles, workflow rules, etc
- Provided deployment, training, and change management support to business users
- Work closely with business leadership to respond to, and proactively identify, challenges that can be solved with system and/or process improvements
- Assist with front-line support for 650 Salesforce.com users, including responsibility for user support / training
- Involved in field and page layout customization for the standard objects like Account, Contact, and Leads.
- Developed various Custom Objects, Tabs, Validation rules and Components.
- Involved in creating and customizing email template and configuring them to the email alert within in the workflow rule for a Standard/custom object.
- Designed workflow rules and specify related tasks, time triggered tasks, email alerts, filed updates to enable business logic.
- Created Custom Profiles and Permission Sets to manage security and data access.

Bosch Packaging, Germany

Role: Senior Consultant

Dec'10 - Aug'16

Roles and Responsibilities:

- Worked as SPOC for both BO and BW/CRM activities.
- Work closely with Project manager to keep track of timeline and budgeting
- Tracked user responses to keep count and direct issues to support team
- Maintained project plans, task, defect and issues lists, lead meetings to discuss all aspects of the project's execution, developed test scripts, executed UAT, participated in the QA process, and developed training materials and system documentation.
- Interacting with Client to understand the functionality with respect to the developments.
Designing the data flows as per user requirement. Worked on extracting data from source systems: R/3 and MS CRM.
- Created various Process Chains to automate the data loads from different source systems.
- Maintain Work History for all the tickets until it is closed down.
- Capable of handling various day-to-day Tickets of all priority/severity levels on both Incident Tickets and Change Request Tickets. Interacting with users to get more details to resolve the issues.
- Monitoring Process chains and updating the corresponding client team about the status.

Bosch AA, India

Role: Consultant

- Working under complex landscape - triodes and umbrella system.
- Worked extensively on COPA enhancements and realignment issues handled with utmost care. Working for Controlling Application.
- Involved in monitoring the data loads, cross verifying and ensuring proper data upload.
- Capability in mapping the client's requirement on SAP Functional areas.
- Designed and developed data models as per Layer scalable architecture.
- Involved in roll outs for different regions and successfully delivered. Handled enhancements individually.
- Involved in transportation of BI objects across the landscape and analyzing the transport failures.