

Rebecca Hobbs

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Business Systems Analyst / Implementation Manager

Key Strengths

Business Analysis | Requirements Gathering & Documentation | Project Management
Stakeholder Engagement | Process Improvement | System Integration
Data Analysis | Change Management | Quality Assurance | Team Leadership

Professional Experience

Lead Business Systems Analyst (contract) 10/2023 - 05/2024
Google - San Francisco, CA

Leveraged analysis expertise for large, complex, cross-functional team to integrate newly acquired B2B customer support into Google's support stack.

- Led comprehensive discovery sessions, conducted gap analyses, and facilitated solution brainstorming with subject matter experts and engineering teams
- Developed and presented process flows, customer service journeys, and service blueprints to assist SMEs, stakeholders, and training team in envisioning future-state of support process
- Extensively utilized communication skills to navigate various technical ecosystems, and effectively worked in ambiguous, complex, cross-functional environment

Principal Analyst (freelance) 08/2023 - 10/2023
Feral Creative - Oakland, CA

Individual contributor for projects at a creative collective.

- Performed document remediation to ensure that digital documents are usable by individuals with disabilities, particularly those using assistive technologies, including assessment, technical conversion, and testing, using international standards (WCAG, PDF/UA, Section 508, AODA, EN 301 549, and DDA)
- Designed reports and graphs using Excel to visually represent intricate data patterns and trends

Lead Implementation Manager 02/2022 - 07/2023
Productiv - Menlo Park, CA

Managed customer onboarding process for SaaS governance platform to allow customers to drive operational efficiency and increase employee engagement across SaaS applications.

- Managed implementations and customized integration strategies for all enterprise, mid-market, and small companies (more than 70 in total) to ensure time-to-value (TTV) in under 45 days
- Led cross-functional collaboration, strategic planning, and content development, supporting internal Sales, Customer Success, and Customer Support teams – as well as external client CIOs and CFOs – as technical advisor and SME
- Maintained Excellent CSAT score (5/5) and earned 100% of bonus eligibility every quarter

Lead Analyst / Implementation Manager

02/2016 - 02/2022

Noggin IT - Oakland, CA

Led U.S. consultant team in configuring bespoke emergency management solutions for government and private enterprise organizations.

- Maintained project profitability >52% and customer satisfaction Superior (10/10)
- Conducted cost-benefit and ROI analyses, saving clients over \$50K on unnecessary integration costs
- Managed project timelines, budgets, and resources to ensure on-time and within-budget delivery of solutions, consistently exceeding stakeholder expectations

Lead Business Systems Analyst

10/2014 - 02/2016

Ramsell - Oakland, CA

Managed BA workstream for all aspects of SDLC for company providing SaaS pharmacy benefits management system designed to assist organizations serving uninsured, behavioral health and HIV/AIDS patients.

Business Systems Analyst III

04/2013 - 08/2014

Williams Sonoma - San Francisco, CA

Designed and executed store associate-facing application solutions for \$4.5B global specialty retailer.

Business Systems Analyst III

07/2012 - 04/2013

Blue Shield of California - San Francisco, CA

Managed projects for the Facets digital migration of \$21B nonprofit health plan to a new platform.

Business Systems Analyst III

05/2005 - 07/2012

Robert Half - San Ramon, CA

Solutioned projects in \$5-12M annual portfolio, including project to re-platform central CRM solution. Created new UI/UX style guide, requirements solution design documentation, and mentored new BSAs.

Skills, Gadgets, and Gizmos

Leadership and Guidance: strategic planning | process improvement | team / project management | mentorship

Methodologies: Full software development lifecycle (SDLC) | Waterfall | Agile / Scrum

Compliance: Sarbanes-Oxley (SOX) | HIPAA X12N | ADAP ADR | Accessibility (WCAG, PDF/UA, Section 508)

Documentation: proposals | estimates | project timelines | gap analyses | user stories | business requirements | functional/solution designs | traceability matrices | user guides | training | QA test scripts | journeys | system blueprints | flow diagrams

UX Design/Flowcharting: Figma | Axure | Balsamiq | Visio | Lucidchart | Acrobat | wireframes | prototypes

Productivity: Microsoft Office Suite (Word, Excel, Project, PowerPoint, Project) | Google Suite (Sheets, Docs, Slides)

Database Analytics: SQL | HTML | XML | Visual Basic | Crystal Reports | ODT

Collaboration: Slack | Zoom | MS Teams | SharePoint | Confluence | Google Drive | Box | Dropbox

QA/Issue Tracking: Jira | Zendesk | PVCS Tracker | Bugzilla

Project Management: MS PowerPoint | MS Project | Trello

Education

Bachelor of Arts degree in English

California State University at Hayward, Hayward, CA

Associate of Arts degree in General Education

Las Positas College, Livermore, CA