



**Name:** V Harsha Vardhan Reddy  
**Designation:** Microsoft Dynamics 365 CRM Developer  
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## SUMMARY

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Microsoft Dynamics CRM Developer with 3.6 years of experience in analysis, design, customization, and deployment of Microsoft Dynamics 365 CRM solutions. Strong background in building both model-driven and canvas Power Apps, automating processes using Power Automate, and enhancing platform functionality through custom workflows, plugins, and JavaScript. Proven track record of delivering scalable CRM solutions aligned with business needs in cross-functional enterprise environments.

## EDUCATION AND CREDENTIALS

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- Bachelor of Technology (Computer Science), from Sri Venkateshwara College of Engineering and Technology, Chittoor, Andhra Pradesh, INDIA.

## TECHNICAL PROFICIENCIES

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<b>Microsoft Dynamics 365 Platform</b>	Dynamics 365 Customer Engagement (CE), Solution Management (Manual & Managed Solutions), Entity Customization, Forms, Views, Relationships.
<b>Development &amp; Customization</b>	C# (Plugins, Custom Workflows), JavaScript (Client-side Scripting, Form Customizations), Ribbon Workbench (Command Bar & Ribbon Customization), XRMToolBox (Schema Exploration, Utilities), CRM Rest Builder (REST API Integrations).
<b>Power Platform</b>	Power Apps (Canvas, Model-Driven), Power Automate, Business Process Flows (BPFs).
<b>Security &amp; Governance</b>	Security Modeling (Roles, Teams, Business Units), Field-Level Security, Role-Based Access Control.
<b>Other CRM Capabilities</b>	Email Templates, Configuration Migration Tool.

## Training & Certifications

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1. Certification of Internship on Web Development using Django and Python at Zetta Byte Soft Tech, Tirupati.
2. Certification on Microsoft PL-100.
3. Certification on Azure Fundamentals AZ-900.

## PROFESSIONAL EXPERIENCE

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### **Project: NielsenIQ – Project Joy**

**Role: Microsoft Dynamics 365 CRM Developer.**

#### **Project Description:**

- Designed and developed custom Canvas and Model-Driven Apps to streamline consumer research business operations, improving data capture efficiency by 25%.
- Implemented custom plugins and workflows for complex server-side business logic, reducing manual intervention and errors.
- Automated email notifications, approval processes, and data synchronization using Power Automate, cutting process turnaround time by 30%.
- Utilized XRM Toolbox and CRM Rest Builder for schema exploration and REST API enhancements, accelerating development cycles.
- Customized Model-Driven App ribbons/command bars with Ribbon Workbench to boost user productivity.
- Managed manual deployments to test and production environments using best practices in Solution Management.
- Enhanced user experience and security through effective use of BPFs, field-level security, and role-based access control.

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### **Project: NielsenIQ - IC/POC**

**Role: Microsoft Dynamics 365 CRM Developer**

#### **Description:**

- Led the initial configuration of a new Dynamics 365 environment for internal customer and product management.
  - Customized system entities, forms, views, and relationships to optimize lead tracking, opportunity management, and issue resolution.
  - Implemented Business Rules and BPFs to guide users through standard operating procedures, ensuring consistent data entry.
  - Developed a robust security model with custom roles, team ownership, business units, and field/form-level access controls.
  - Created and automated email templates via Power Automate to improve stakeholder communication and SLA compliance.
  - Managed data and configuration migrations across environments using the Configuration Migration Tool.
  - Collaborated with QA, business analysts, and deployment teams to deliver solutions successfully in Agile sprints.
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