**Zaib Rohile**

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Microsoft Certified Solutions Associate (MCSA) looking to leverage extensive background in Information Technology, Analytics and Quality Assurance.

**EDUCATIONAL QUALIFICATION**

* **Business Analysis Certification (Currently enrolled)**

University of Toronto

* **MB2-716 - Microsoft Dynamics 365 Customization and Configuration Certification**
* **MB2-715 - Microsoft Dynamics 365 Customer Engagement Online Deployment**
* **Bachelors in Computer Science (Honors)**

PAFK Institute of Economics and Technology (Pak)

**WORK EXPERIENCE**

***Business Application Consultant-CRM*** July 2019 **-** Present

WebSan Solutions *(Microsoft Gold Partner)*

* Design and develop end to end Dynamics CRM solution to fulfill client business requirements and meet strategic goals.
* Discover client’s requirements in Sales, Marketing and Customer Service through analysis and design workshops.
* Customize complex applications on Microsoft Dynamics CRM platform for different industries.
* Involved in full cycle implementation from requirement gathering to designing, QA, deployment, user acceptance and go-live.
* Work with the development team to create customization specifications for any additional feature functions or data migration requirements.
* Conduct knowledge transfer sessions and provide documentation.
* Develop dynamic reports using CRM reporting interface and SSRS.
* Ability to reach fast-pace and mound to time sensitive environments for delivering the requirements on time with minimal efforts. Experience with Agile methodologies and project management.
* Conceptualize and design a best-practice solution that leverages product and industry knowledge, as directed by business requirements. Strong conceptual, analytic and problem-solving skills. Good team player and interactive to staff at all levels of the firm.
* Responsible for day to day CRM support and issue resolution as they arise.

***Business Analyst CRM*** Sept 2018 **–** July 2019

Federal Elevator Systems Inc.

* Work with business stakeholders to understand their challenges and translate them into CRM solutions to ensure the solution is of the highest standard possible within the scope, timeline and budget for the project.
* Responsible for customizing and configuring Microsoft Dynamics 365 utilizing functionalities like workflows, business process flows, business rules, editable grids, calculated/ rollup fields; external tools like XRMToolbox, Documents Core Pack (email templates and letters) and OOB integration with business apps such as SharePoint, PowerBI, Microsoft Teams etc.
* Build and modify CRM forms, views, charts, dashboards, sitemap, reports and excel templates.
* Administer Microsoft Office 365 admin portal to maintain Dynamics 365 service health and monitor storage by constantly cleaning up unnecessary data and system jobs.
* Accountable for user onboarding, off boarding and security roles.
* Set up CRM for mobile and outlook.
* Supported in the upgrade to Dynamics 365 version 9.1.
* Continuously test all functionalities, workflows and integration.
* Liaison with vendor – act as a point of communication regarding licensing and technical requirements; collaborate with developers for back end coding.
* Perform a full synchronization to ensure all functionalities are working properly.
* Continually manage, maintain, support and enhance CRM Dynamics to align with company’s needs.
* Document the complete CRM functionality.
* Testing solutions in sandbox and further implement them in production environment.
* Deliver training sessions to new and existing users.
* Stay abreast on latest CRM features and provide recommendations on implementing best practices.
* Responsible for Microsoft Dynamics GP Inventory Management including ongoing item cleanup and maintenance.
* Aid in the documentation of GP procedures for posterity.
* Perform ad-hoc and special projects as assigned.

***Marketing Analyst*** May 2018-Aug 2018

Educators Financial Group

* Locate and define new process improvement opportunities relating to CRM.
* Perform application configuration and customization of CRM system as per business needs.
* Work with management to prioritize business and information needs with regards to CRM.
* Liaise with managed service providers to resolve CRM issues.
* Translate complex data from various data sources into meaningful information and insights.
* Determine best methodology and oversee accurate and timely conversion of survey data, reporting and analytics.
* Responsible for front line sales and activity reporting and analysis, on both client and non-client activities against performance metrics.
* Interpret data and analyze results using statistical techniques and provide ongoing reports.
* Identify, analyze and interpret trends and patterns in large or complex data sets.
* Filter and clean data by reviewing reports and analysis to locate and correct problems.
* Program, monitor and manage online surveys.
* Perform quality assurance checks on new or enhanced reports.
* Ad-hoc special projects as required or other tasks as assigned.

***CRM Specialist*** Mar 2017-May 2018

Grasshopper Solar Corporation

* Analyze, explain and respond to system/business process related queries regarding Microsoft Dynamics CRM and other in-house custom applications.
* Act as a key liaison with business departments to gather, analyze document system requirements and design CRM solutions to meet business goals.
* Responsible for configuration and customization of Microsoft Dynamics 365.
* Designing and modifying solution components such as entities, forms, fields, dashboards, workflows, business rules, reports, templates, security etc. as well as non-solution components like business units, users and teams.
* Perform data administration (data integrity, data imports and data cleansing).
* Manage a team of off-site developers to develop custom solutions for various departments.
* Translate business requirements into functional specifications.
* Conduct system tests to identify, analyze, track and debug.
* Provide input and advice regarding Microsoft Dynamics 365 capabilities, functions and features to business stakeholders.
* Work on and manage multiple projects concurrently.
* Successfully delivered projects meeting critical timelines.
* Deep understanding of MySQL and ability to write basic SQL.
* Perform updates on company website.

***Free Lance Web Designer*** May 2011-Dec 2013

* Proposed and implemented new site content architecture and navigation scheme for website redesign.
* Designed web interface for ecommerce application using HTML5, CSS, Javascript.
* Worked directly with client to establish project scope, interaction guidelines, and project time lines.
* Performed routine updates, upgrades and overall maintenance of website.
* Ensured accuracy of website content by thoroughly editing and cross-checking.

***Office Administrator*** Feb 2011-Apr 2011

Edify Tax

* Provided clerical and secretarial support.
* Maintained general filing system and file all correspondence.
* Dealt with existing clients and new customer queries.
* Prepared documents and letters.

***Retail Manager*** Oct 2010-Jan 2011

Mind Games - Devonshire Mall

* Set up a new store, received shipments, confirmed inventory receipt.
* Handled Cash/Debit/Credit transactions on daily basis.
* Assigned responsibilities, set and surpassed sales targets.
* Handled customer complaints, resolved issues and also responsible for opening/closing store.
* Performed end of day cash count and balanced cash tray.
* Performed interviews, hired and trained staff, created work schedules.

***Quality Control Engineer*** 2007-2009

Computer Research Private Ltd., Pakistan

* Tested functionality of different ERP modules.
* Proposed, presented and implemented improvement ideas for company ERP system projects.
* Worked on ERP related documentation and designed formatting of reports.

**TECHNICAL SKILLS**

Database Management System: MS SQL, Microsoft Access

Basic Skills: HTML, CSS, FetchXML  
Designing Tool: Adobe Photoshop  
Others: Microsoft Office with advanced Excel skills, VISIO