Bhavya Damani | D365 CRM Functional Consultant

+91-8866729853 • bhavyadamani@hotmail.com • Ahmedabad, Gujarat

PROFILE SUMMARY

Over 4.5 years of experience in Microsoft Dynamics project implementations and presales, delivering value throughout the entire project cycle. Expertise in pre-sales, fit-gap analysis, planning, solution architecting, implementation and hypercare/support. Proven ability to manage cross-functional teams and ensure timely, quality project deliveries.

WORK EXPERIENCE

DynaTech Systems, *Project Lead- D365 CRM*   Nov. 2021 – till date

- Leading projects with cross-functional teams, including BAs, QAs, developers, and designers, to deliver value throughout the entire project cycle. Oversee daily challenges and blockers, with a focus on project timeline, quality, scope, and deliverables.
- Architect Solutions, Project Planning and Management, Reviewing and Validating the requirement, Leading Customer Workshops, User/Persona Flow Design, Process Design, Security & Integration Designs, & Optimizing Licensing Requirement
- Daily task/items review with team to keep close eye on Timeline, Quality Project Scope, and Deliverables
- Reporting to the Director, responsible for the overall profitability of projects and team management.
- Leading a concept design & it's building for Business Apps/Add-ons to be published on Microsoft Appsource
- Involved in Pre-Sales for Demo of D365 CE & Power Platform, preparing SOWs, RFP Response, Budget & Commercials, Project Plan including Resource Allocation, etc.
- Imparting training to the team on best practices around requirement gathering, technical component selection, and deployments.
- Part of Core CoE Team to deliver innovative AI-Based Products and Solution in the market likes Appsource

Croma – A TATA Enterprise, *Senior Marketing Executive*   Aug 2020 – Oct 2021

- The core responsibility was to drive Marketing activities (ATL+BTL) for Croma (A TATA Group Company) stores of Gujarat State (total 38 stores with monthly revenue of 80 Cr. (USD 10 Million)
- Analysis and insights drawing from Data to frame Marketing campaign accordingly with an ultimate goal to increase footfall to the targeted set of stores & niche marketing efforts to uplift the poor performing category/store
- To Identify and launch stores in virgin markets via innovative brand awareness programs
- Digital Marketing activities (Social Media Ads, Page Rank Improvements, Google Ads, etc.) for the stores as per trends and consumer behavior

KEY MICROSOFT PROJECTS EXPERIENCE

Solution Design and Implementation of range of MS Products for Membership-based NGO

- Led the discussions and developed the solution design for digital transformation of 100k membership based NGO, to transform their legacy on-prem Software, Portals, and ERP to D365 CRM, Power Pages (Portal) & D365 FO
- Managing a team of thirty members , consist of BAs, QAs, CRM Developer, Portal Developers, Integration Specialist, UI Developer, etc. in different projects for the same customer
- Led the Integration between D365 CRM and FO through Dual Write, Decommissioning of Middleware between on-prem (iMIS) and D365 CRM and Building the base framework to achieve 3 year Project Deliverables
- Hands-on experience to implement range of MS Products starting from D365 CRM, Power Pages, D365 FO, Azure B2C, Azure Blob Storage, Azure Function, Azure WebJobs, Dual Write, Power Platform, Chat Bot, Mobile Application, etc.
- Built a project pipeline through POCs, Mock Ups, Demo by diving deep into Problem Statements from End-Users
- Lead the process designs which helped to decrease the mis-allocation of payments by 80%, delivered a solution to raise 1 Million invoices (USD 40 Million Revenue) and many other productive solution for end-users
- Run Regular performance & load testing on Portal to keep the health of system updated

- Led & implemented various integrations between D365 CE and FO via Dual Write, D365 CE and PayU, D365 CE and iMIS (On-prem), etc.

Road Map Design and Implementation of D365 Omni-channel for Finance Company
- Designed the Roadmap of Finance Company based on CEO's vision around IT Transformation, roadmap consists of implementation of D365 Omni-channel, Power Pages, Power BI, & WhatsApp & SMS Integration through Twilio
- Transformed & digitalized 55 Workflows which were running in Pen-Paper to D365 Customer Service which helps the end-users to work productively
- Imparting Training to the End users on all OOB Functionalities of D365 Marketing which helps them to run Marketing digitally

Implementation of Power Pages Portal for Teacher Union
- Led the entire programme starting from Pre-Sales, Project Discovery, Solution Design, Requirement Gathering, UAT, etc.
- Designed and Delivered a Solution to meet customer's requirement using D365 Sales, Customer Service, Power Pages (Portal), SharePoint, and Mobile Application

Implementation and maintenance of D365 Omni-channel, D365 FO (ERP) & Power BI for Diagnostic Company
- Implemented D365 Omni-channel, Power BI, D365 FO and integration of D365 Omni-channel with on-prem CRM (LIMS)

MICROSOFT CERTIFICATES

PL600 – MS Certified Power Platform Solution Architect	PL400 – MS Certified Power Platform Developer
PL900 – MS Power Platform Fundamentals	AZ900 – Azure Fundamentals
MB900 – D365 CRM Fundamentals	MB910 – D365 ERP Fundamentals

EDUCATION

Pandit Deendayal Petroleum University   June 2018-March 2020
MBA, Specialized in Marketing & Finance
Extra-Curricular: Nominated Sr. Placement Co-coordinator for Summer and Campus Placement of the MBA Batch

Gujarati University   May 2014-June 2017
B. Com., Major in Advanced Accounting, Auditing, & Taxation

PROJECT SKILL

Project Management | Scope & Roadmap Design | Architect Solution & Document | FIT-GAP & Scope Analysis | Data Migration | Security & Integration Design | Mock-Ups | POC | Pre-Sales | Team Management & Delivery | UAT | PMO | Sprint Planning | Risk Management & Governance | Team Building & Training

PRODUCT / TOOLS

D365 Sales, Field Service, Marketing, Customer Service, Omnichannel, Project Operations, Dual write, Power Platform, Customer Insights, D365 Security, MS Visio, inVision, XRM Toolbox, Office 365 Suits, Azure DevOps, & JIRA