

SARASWATHI

Senior Microsoft CRM Developer/PowerApps

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Professional Summary:

- 9 years of experience in Customer Relationship Management software. Integrated CRM systems for investment, life insurance, marketing automation, document management, and other business-critical systems. Accustomed to communicating efficiently and articulately with executives, managers, users, and developers in for-profit, non-profit, and government organizations.

Technical Skills:

ERP/CRM Applications: Microsoft Dynamics CRM 365, 2011, CRM 2013, CRM2015 and 2016

.Net Frameworks & Others: ASP.NET, MVC, C#, AJAX, WPF, WCF, Web Services

Languages & Scripting: C#, CSS, JavaScript, jQuery, XML, XSL, XSLT, HTML.

Operating systems: Windows XP/7/8/10, Windows Server 2008, 2012.

Reporting Tools: Crystal Reports, Excel, SSRS.

Data Migration Tool: SSIS.

Databases: MS SQL Server 2005, 2008, 2012.

Packages: Microsoft Dynamics CRM, CRM SDK, Scribe.

Methodologies: Agile, SDLC. Tools: Microsoft office suite, Visual Studio, MS Project, XRM Toolbox.

Certifications:

- MB-910 Microsoft Dynamics 365 Fundamentals (CRM)
- MB-210 Microsoft Dynamics 365 Sales Functional Consultant
- PL-900 Microsoft Power Platform Fundamentals
- PL-400 Microsoft Power Platform Developer
- PL-200 Microsoft Power Platform Functional Consultant

Educational Details:

Bachelors: B-Tech in Vignan's University, 2012.

Masters: University at Missouri, 2014

Professional Experience:

Matrix IFS, Jersey City, NJ | Senior Microsoft CRM Developer/PowerApps

Jan 2022 - Current

Roles and Responsibilities:

- Led end-to-end Dynamics CRM project lifecycles, including assessment, solution design, customization, implementation, migration, testing, training, and ongoing support for enterprise clients.
- Designed and developed custom .NET assemblies, plug-ins, web services, and workflow activities to extend Dynamics CRM functionality as per unique business requirements.
- Conducted business process analysis, created functional requirements, and built process flows in Visio, resulting in a 25% improvement in solution alignment to business needs.
- Managed integration of CRM with Outlook, SharePoint, and Exchange for seamless user collaboration and enhanced document management.
- Developed SSRS and Power BI reports and custom dashboards, leveraging Dynamics CRM data to support data-driven decision-making.
- Implemented robust RESTful and SOAP API integrations between CRM and third-party platforms, improving operational efficiency by up to 30%.
- Designed middleware solutions using tools such as MuleSoft and Apache Camel, enabling real-time connectivity across diverse enterprise systems.
- Integrated AI-driven features (e.g., chatbots, sentiment analysis) into CRM, automating customer engagement and increasing user satisfaction scores.
- Implemented secure OAuth2.0 and JWT authentication for exposed APIs, reducing integration security incidents.
- Conducted system assessments to identify integration opportunities, contributing to a 20% increase in business process automation.

- Involved in deployment of scalable, cloud-based AI and API solutions, ensuring compliance with industry standards.
- Worked on testing components in UAT/Test phase for migrating solutions into Prod environment.
- Responsible for the documentation of the user testing, bug fixes and issues fixes.
- Knowledge of Power Automate (Flow), Model Driven Apps, and PowerApps portals and integrating model driven apps to the new Unified Client Interface in Dynamics 365.
- Hands on experience on Dynamics CRM forms customization using JavaScript and integration of CRM with other web/windows applications.

Environment: Microsoft Dynamics CRM, .NET, SQL server, Power BI, SharePoint, Java Script, HTML 5 and JQuery
Microsoft CRM Premise 2016/ D365 portals, CRM SDK, CRM forms, screens, views, workflows, reports.

Client: *Kroll, Seattle, WA | D365 Technical Specialist*

April 2019 – Jan 2022

Responsibilities:

- Involved in FRD review and feedback during the client sessions.
- Performed GAP/FIT analysis based on the gaps identified in the FRD and prepared solution design documents.
- Creating IDD, FDD, TDD.
- Setting up Chart of Accounts, Calendars, Financial Dimensions, Posting setup.
- Designed and implemented seamless integration between D365 (FO) and (CE) using Power Platform, ensuring streamlined data flow and improved business processes.
- Worked with Microsoft Dataverse to design and implement data models for FO and CE integration, ensuring centralized and secure data storage for cross-application usage.
- Utilized Dual-write functionality for seamless bi-directional data flow between Finance and Operations (FO) and Customer Engagement (CE) in D365, ensuring up-to-date records across systems.
- Managed and optimized Dual-write mappings for customer, sales, finance, and inventory data, ensuring accurate and timely data exchange between FO and CE.
- Created and managed Data Entities in D365 FO to facilitate the smooth transfer of data to D365 CE, ensuring accurate and consistent data flow between the two systems.
- Developed custom Power Apps applications to bridge the gap between Finance and Operations and Customer Engagement, ensuring smooth end-to-end business operations and enhancing cross-department collaboration.
- Provided end-user training and involved in UAT.
- Followed the Microsoft best practices and Microsoft Process while resolving a product issue.

State of NY, Albany, NY | Sr Microsoft CRM/ PowerApps Developer

Aug 2016 – March 2019

Roles and Responsibilities:

- Working on the DCF Microsoft Dynamics / PowerApps environments to perform analysis, design, configuration, and development tasks focusing on usage and end-user experience.
- Working with Microsoft Dynamics 365 and the Power Platform, as well as other integration and Azure cloud solutions that are commonly used to develop Enterprise Dynamics applications integrated with other applications and data sources.
- Developing form customizations using JavaScript/jQuery, HTML.
- Implementing Microsoft Dynamics 365 applications such as Customer Service, Custom Model-Driven Applications, Canvas Apps, and Dynamics Portals.
- Created Custom Entities, Custom Attributes Based on their Requirements.
- Worked on setting up relationship between System & Custom entities.
- Design and Develop Custom Activities.
- Implementation of custom MS Dynamics CRM 365 plug-ins and workflows.
- Customize and Configure CRM Environment and Assist in Deployment Activities.
- Form Customizations Using JavaScript in MS Dynamics 365.
- Responsible for preparing Functional Specification Documentation.
- Design and develop REST service using Web APIs.
- Work with limited direction, usually within a complex environment, to drive delivery of solutions and meet service levels.
- Wrote, debugged and deployed plug-ins using Visual Studio and C# to coordinate the student and program entities.
- Wrote different email workflows using the Microsoft Dynamics CRM client for Outlook Developed and did Share point Integration with Microsoft CRM to achieve specific client requirements.

- Wrote lot of technical documents involving Microsoft CRM Plugins, Workflows etc. and updated it on the Share point Site
- Used MS Dynamics CRM SDK, WCF, XRM to interact with data from the CRM system Integrated SQL Server with CRM using SQL Stored Procedures, Functions, Triggers, and Importing/Exporting data from legacy data sources using SSIS.
- Developed Main view and Single view Dashboards as an extension of Dynamics CRM 365.
- Work with limited direction, usually within a complex environment, to drive delivery of solutions and meet service levels.

Environment: Microsoft Dynamics CRM 365, Custom Entity, USD, JavaScript, jQuery, ASP.NET MVC 5.0, REST, CRM SDK, Microsoft .NET 4.0, C#, WCF.

Client: *Cigna Health Care / Salt Lake City, Utah / Microsoft Dynamic CRM Developer* **Feb 2015 – July 2016**

Roles and Responsibilities:

- Install and configure MS Dynamics CRM Client for Outlook for some of the users.
- Customized MS CRM 4.0 on the client side to meet user needs. Created JavaScript code to generate dynamic CRM Forms. Create JScript Retrieve, Retrieve Multiple and Fetch Xml code using XMLHTTP to fetch/retrieve data from different entities using CRM web service.
- Mapping of the elds between two entities to pre-populate form elds.
- Created automated workflows to generate tasks/activities for different users to perform various under cover tasks when a new case comes in.
- Made separate environments of CRM, like DEV, Production, Test etc.
- Created custom entities and views, imported and exported the customizations.
- Integrated Microsoft Dynamics CRM with Microsoft Dynamics Great Plains GP.
- Did integration of MS Dynamics CRM and MS Dynamics Axapta AX.
- Made Project Plan documents using Microsoft Project and Microsoft Share point.
- Installed CRM Outlook add-on to synchronize CRM 4.0 with Outlook for end users
- Developed Microsoft CRM as a portal for all Ikon's customer accounts and various data.
- Developed and customized Microsoft CRM, so it was a central repository of all existing Ikon's Systems

Environment: Microsoft Dynamics CRM, Custom Entity, USD, JavaScript, jQuery, ASP.NET MVC 5.0, REST, CRM SDK, Microsoft .NET 4.0, C#, WCF.

Client: *Quadrant Technologies, Hyderabad, India / Software Engineer*

June 2012 – Sept 2013

Roles and Responsibilities:

- Created Organizations, Business Units, Groups and their Relationships.
- Created Custom Entities, Custom Attributes Based on their Requirements.
- Implementation of custom MS Dynamics CRM 365 plug-ins and workflows.
- Customize and Configure CRM Environment and Assist in Deployment Activities.
- Responsible for preparing Functional Specification Documentation.
- Design and develop REST service using Web APIs. Work with limited direction, usually within a complex environment, to drive delivery of solutions and meet service levels.
- Wrote, debugged and deployed plug-ins using Visual Studio and C# to coordinate the student and program entities.
- Transform data using Azure Logic Apps, MS Flows, and API Management.
- Azure Blob Storage, Azure Functions (HTTP and Recurring, Orchestrating) usage to alter and connect Dynamics 365 CRM and perform CRUD Operations, during data transformation.
- Used MS Dynamics CRM SDK, WCF, XRM and LINQ to interact with data from the CRM system Integrated SQL Server 2012 with CRM using SQL Stored Procedures, Functions, Triggers, and Importing/Exporting data from legacy data sources using SSIS.
- Developed dynamic reports using CRM reporting interface and SSRS SQL 2008 engine.
- Developed Duplicate detection rules to prevent Duplication in Cross entities
- Worked on setting up relationship between System& Custom entities.
- Design and Develop Custom Activities.

Environment: Microsoft Dynamics CRM, Custom Entity, USD, JavaScript, jQuery, ASP.NET MVC, REST, CRM SDK, Microsoft