

PROFESSIONAL OBJECTIVE

With 9+ years of experience in **Microsoft Dynamics 365**, including **7.5 years as a CRM Consultant** and 2 years as a SharePoint Developer, I deliver end-to-end solutions in **Customer Insights and Sales**. Skilled in CI/CD deployments, system upgrades, and technical support, I am certified in **Microsoft Copilot Studio** and excel in AI-driven tools. I am committed to continuous learning and driving organizational growth through innovative solutions.

PROFESSIONAL EXPERIENCE**EPAM Systems Pvt Ltd****Senior Functional Engineer****July' 2025 – Till Date****Project Details: CRM – Metrolinx PSME Project****Client: Metrolinx, Canada**

The Proactive Stakeholder Management Enablement project will help community engagement develop an efficient and effective system to plan, deliver and measure community engagement activities:

PLAN: plan, calendarize and track proactive community engagement activities to manage stakeholders around capital projects.

DELIVER: deliver consistent experiences such as canvassing, virtual events, community events, stakeholder meetings, and construction notices across several projects, regions and teams, sharing insights to further collaborate between project teams and refine the approach.

MEASURE: track and measure KPIs to provide real-time insights to Community Engagement, CPG, and the Good Neighbor program to understand needs and action solutions immediately.

Responsibilities

- Participated in workshops to identify client pain points and gather detailed requirements during Discovery.
- Conducted analysis of client needs to define feasible features for implementation in Backlog and User Story grooming sessions with Stakeholders.
- Strategically planned and organized the sprint backlog to optimize development processes and efficiency.
- Designed and actively planned a security model matrix to ensure robust system security.
- Deployed CI/CD pipelines to streamline application delivery and updates.
- Collaborated with business analysts and facilitated communication between technical teams and BA teams to ensure seamless project delivery.

BizBrolly Solutions Pvt Ltd**CRM Consultant****July' 2024 – June'2025****Project Details: CRM (Sales and Integration between CRM and Finance & Operations ERP)****Client: Fujifilm Middle East, Dubai**

Project Katana was initiated to streamline and enhance business operations across FFME by implementing a unified CRM system integrated with ERP and other business tools. The core objective is to **centralize, automate, and standardize** stakeholder interactions, sales processes, and service workflows, while providing real-time, traceable business insights across verticals.

This initiative is aligned with **Fujifilm's DX Vision** to drive sustainability and innovation through digital transformation, creating a **single source of truth** across CRM, ERP, and support systems.

Responsibilities

- Monitor and manage Dual-write integrations between Dynamics 365 CRM and Finance & Operations, ensuring smooth data synchronization across entities like accounts, products, exchange rates, and sales orders.
- Perform initial syncs, validate mapping setups, and support data alignment between business units and legal entities.
- Troubleshoot sync errors, guide users through data cleansing, and coordinate with support teams to resolve reported issues (e.g., missing product numbers or unresolved accounts).
- Configure and enable system features like Sales Quotation Lifecycle, price push from SCM, and automated totals sync between CRM and FnO.
- Manage CRM Sales module tasks such as Opportunity tracking, Product Code Request management, Quote creation, and ensuring base sell price logic aligns with currency conversions.
- Assist users in correctly following the Opportunity-to-Quote-to-Order process, and validate quote lines, pricing, and discounting based on selected currencies.
- Maintain backups of syncing tables, monitor any data integrity issues, and ensure FnO production remains unaffected during CRM-side operations.
- Provide updates to stakeholders, plan after-hours deployment to minimize impact, and support a smooth transition during the stabilization phase of integration.

Project Details: CRM (Sales, Customer Service & Customer Insights Journeys)**Client: Toly Management Ltd, Malta**

Toly Malta's current factory focuses on compacts, lip-gloss packs, and perfume caps. We have over 300 employees and we are able to

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produce over 300,000 units per day. The new Maltese factory focuses once again on compacts, lip-gloss packs, and perfume caps.

Toly CRM project involves implementing Microsoft Dynamics 365 to streamline Sales, Marketing, and Customer Experience operations. The scope includes CRM customization, access control, marketing automation, and form integrations. I was responsible for end-to-end configuration, defect resolution, role-based access setup, and cross-functional coordination to ensure smooth go-lives and user enablement across multiple departments.

Responsibilities

Requirement Gathering & Analysis:

- Engaged with business users (Marketing, Sales, and CE) to identify and document CRM gaps, configurations, and business process requirements.

CRM Sales & Marketing Customizations:

- Implemented enhancements like legal entity defaults, industry sub-segment fields, disqualification reasons, and automatic lead distribution.
- Worked on embedding forms, handling qualification/disqualification bugs, and configuring marketing forms for leads and contacts.
- Customer Insights Journeys & Data Integration: Configured and executed Customer Insights Journeys to deliver personalized marketing experiences based on unified customer profiles. Integrated customer data sources to build segments, track engagement, and tailor outreach based on behavioral and demographic insights.

Defect Resolution & Support:

- Resolved critical defects including missing permissions, broken journeys, missing company fields in forms, and AI Builder access for business card scanning.
- Managed fixes for errors in sales pipeline logic, customer onboarding workflow, and quote generation process.

Security & Access Management:

- Set up security roles and managed access for marketing designers, sales teams, and CE teams. Configured licenses and handled permission escalations for tools like Customer Voice and PowerApps Mobile.

Training & User Enablement:

- Delivered training and guides on journeys, lead creation, customer onboarding stages, and embedding video content in emails.

- Created user documentation and ensured consistency across UAT and production environments.

Collaboration & Coordination:

- Acted as a bridge between the technical team and Toly stakeholders.
- Participated in regular review meetings, testing feedback loops, and ensured deployment coordination.

Project Details: CRM (Sales)

Client: Expo City, Dubai

Expo City Dubai, we implemented Microsoft Dynamics 365 CRM Sales, integrated with Property365—an industry-specific IP solution tailored for real estate and property management. The solution enables seamless handling of the complete property lifecycle, from lead generation to lease agreement, including digital approvals (DOAs), document generation (via Document Core Pack), and automated workflows. The implementation aimed to unify sales and leasing processes, optimize agent productivity, and improve customer experience across leasing, renting, and tenant management.

Responsibilities

- Configured and customized Microsoft Dynamics 365 CRM Sales modules, aligning lead-to-lease processes for real estate workflows.
- Integrated and managed Property365 (third-party IP) for property listing, unit availability, booking, and lease agreement handling.
- Implemented Delegation of Authority (DOA)-based approval workflows for lease documents and special pricing approvals.
- Designed and automated document generation processes using Document Core Pack for Lease Agreements and Reservation Forms.
- Defined user roles and security permissions for Sales Agents, Leasing Managers, Legal, and Admin departments.
- Conducted end-user training sessions, UAT coordination, and issue resolutions with business stakeholders.
- Liaised with third-party IP provider to ensure seamless deployment, enhancement delivery, and issue tracking.
- Supported Go-Live activities include data validation, testing, and post-deployment stabilization.

Globtier Infotech Pvt Ltd

CRM Consultant

Oct'22- Nov'2023

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Project Details: CRM (Sales and Service)

Client: India Post Payments Bank (IPPB)

IPPB leverages the vast network of India Post, which is the world's largest postal network, to provide convenient and accessible banking services to people across urban, rural, and remote areas of India. With its extensive reach, India Post has over 1.55 lakh (155,000) post offices, making it a powerful platform for financial inclusion.

Responsibilities

- Hands on experience as a banking domain consultant to test the functionalities of Customer 360 view, CF-61(Account opening process) from crm to Finacle core banking, Integrated lead management banking solution with all different channels (Finacle core banking, Mobile banking, Department of post, Liferay website, Dak Pay, merchant UPI app, banking Service management module, Loyalty module rule engine for calculating customer loyalty points and rating. banking Marketing module.
- Collaborate with Application Development and Client teams to design and develop custom solutions in Microsoft Dynamics 365 platform
- Handle SIT and UAT testing teams for thoroughly testing the module before delivery.
- Preparing Documentations for Knowledge Transfer and Process Training for different teams.
- Handled API integration with different applications to create tickets on CRM for Sales and Service Modules.
- Knowledge of API integration, How to check Logs and First line of Root cause Analysis.
- Excellent in Stakeholder management and getting results from different resources.
- Handled End to End lifecycle of different modules and enabled successful deliveries of 4 modules from SIT to Production.
- Handled multiple stakeholders for development and integrations of CRM with different channels
- Always communicated with Client and senior management regarding deliveries and quality.
- Enabled Testing team to successfully use and test CRM functionalities with a better understanding of Operations and Product.
- Administered all Agile/Scrum processes including sprint planning, daily scrums, sprint reviews and sprint retrospectives, coached team members and clients on agile process.

Project Details: CARE1 (Petrochemical and Logistics)

Client: India Oil Corporation (IOCL)

Considering the Growing needs of the IOCL Petrochemical Business, the CARE Applications (part of Customer Acquisition, Retention and Enrichment program) must undergo Transition and Transformation at both the Platform level and at the Applications level, to ensure Business Continuity and Flexibility for the upcoming requirements.

Responsibilities

CRM Consultant

- To create custom workflow and business rules in Dynamic CRM.
- Extensive hands-on experience with MS Dynamics 365 and implementation experience with Customer Support CRM solutions
- Monitor Dataverse/Database backups to ensure they are being completed as per the schedule, and performance periodic consistency checks
- Support change management process and root cause analysis documentation
- Collaborate with functional SPOC and Client teams to design and develop custom solutions in Microsoft Dynamics 365 platform
- Analyzing the requirements with respect to MS Dynamics 365 CRM

Parallax Digital Pvt Ltd

MS Dynamics 365 Solution Consultant

Oct'20 -Sept'22

Responsibilities

- Requirement analysis, technical solution design, develop and implement work products in MS Dynamics CRM 365.
- Assist development team in the design, specifications and implement customizations or data integration and migration requirements
- Develop and enhance application prototypes.
- Analyzing the requirements with respect to MS Dynamics 365 CRM

PYRT Holidays Pvt Ltd

SharePoint Developer

Apr'17 -Sept'20

Responsibilities

- SharePoint web parts/User control code refactoring and implementation.
- Actively involved with requirements gathering from Direct Client and Developing the Modules.
- Scheduling meetings with teams to get prompt resolution of the critical defects.
- Working on All the Modules and Support the Application.
- Develop and maintain the Application. Architecture design, planning of SharePoint application migration from

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SharePoint 2013→2016

- Actively involved to requirements gathering from BA and Developing the Modules.
- Created the Technical design document (Mapping requirements document).
- Scheduling meetings with teams to get prompt resolution of the critical defects.
- Develop and maintain the Application.
- Used Team Foundation Server for tracking Bugs.

PROFESSIONAL TOOLS AND APPLICATIONS

- **Advanced Technology:** Continuous Integration, Generative AI Fundamentals, Gen AI Assisted Development, Business Analysis, Software Engineering Practices, Software Development Methodology in Engineering, Vision, Prompt Engineering, Code Review, Continuous Delivery, Estimation and Work Planning, AT/Agile, Software Engineering Processes, Documentation review, Product Design
- **Solutions:** Microsoft Dynamics 365 Customer Insights, Microsoft Dynamics 365 Field Service, Atlassian Jira, Microsoft Dynamics 365 Finance, Microsoft Dynamics 365 Customer Engagement, Microsoft Dynamics 365 CRM Solutions, Microsoft Dynamics 365 Customer Service, Microsoft Power Platform, Microsoft Dynamics 365 Sales
- **Platforms:** Microsoft Azure, Enterprise Resource Planning Systems (ERPs), Microsoft Dynamics 365, Expo, Microsoft SharePoint Server, Instructure Canvas LMS, Microsoft Power Platform Automation, Operating Systems

ACADEMIC CREDENTIALS

- Secured 1st Division in **Bachelor of Computer Applications** in 2018.
- Secured 77% aggregate in Class 10th, CBSE
- Secured 68% aggregate in Class 12th, CBSE