

Shirisha Ponnada

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CAREER OBJECTIVE

To secure a role in a respected organization that values innovation and collaboration, where I can apply my expertise, work diligently, expand my knowledge, and contribute to organizational growth while advancing my career.

SUMMARY

- IT Professional with 3 years of experience specializing in Microsoft Dynamics 365 (D365). Skilled in CRM customization, configurations, Adept at delivering scalable solutions that enhance customer engagement, streamline workflows, and improve system reliability.
- Customized and configured CRM solutions, including workflows, security roles, field-level security, and ribbon commands.
- Utilized Xrm Toolbox and Ribbon Workbench to accelerate customization and configuration.
- Expertise in Managed and Unmanaged Solution Packages with experience in production issue resolution.
- Skilled in Ribbon Workbench, XRM Toolbox, and basic knowledge of SSRS for reporting.
- Applied JavaScript for dynamic form behavior and business logic automation.
- Basic experience in developing plugins to extend CRM functionality.

EXPERIENCE:

Software Engineer
RMSI Pvt Ltd - 19-Sep-2022 to Present

ACADEMIC PROFILE:

- Bachelor of Technology (B.tech) in Civil Engineering
Jawaharlal Nehru Technological University (JNTU), Kakinada.

TECHNICAL SKILLS

- Microsoft Technologies: Microsoft Dynamics CRM
- Web Technologies: JavaScript
- Operating Systems: Windows
- Application Software: MS Office Suite, Microsoft Visual Studio, Visual Studio Code
- Source Control & DevOps: Azure DevOps

- **PROJECT EXPERIENCE**

Project 1: Levy and Grant App

Role: Developer

Description:

The objective of this project was to design and implement a customer 360° View CRM Service for a mid-sized retail organization to centralize customer data, enhance customer interactions, and improve support operations.

Contributions:

- Designed and customized Dynamics 365 Sales, Service, and Marketing modules to support Customer 360° functionality.
- Created custom entities, forms, views, and dashboards for unified customer insights.
- Implemented business rules, ribbon commands, and workflows to automate customer interaction processes.
- Developed C# plugins and JavaScript/JScript customizations to extend CRM functionality.
- Integrated REST/Web API calls for real-time data synchronization across external systems.
- Built custom workflow activities to handle complex business logic
- Connected CRM with Power Automate flows for cross-system automation.

Project 2: Enterprise CRM- Sales Role: Developer

Client: TFG

Description:

TFG data Analytics Company that offers retail and consumer intelligence services and solutions. The scope of the project is to migrate whole application used by the client users from Microsoft Dynamics CRM. Sales module has been moved to Microsoft Dynamics CRM in which majority of work revolved around creation of opportunity from Lead and deals with Opportunity life cycle till its closed.

Contributions:

- Understanding Business requirements.
- Created ribbon commands for quick actions like lead qualification and opportunity closure.
- Enabled audit logs to track changes in opportunities and leads.
- Worked and developed CRM customizations, Business Process flows, Business Rules, and workflows.
- Worked on Web resources and Java Script.
- Developed Work flows to achieve various operations on create and update and to send different types of notifications.
- Worked on Sales, Service modules.

PERSONAL SKILLS

- Excellent oratorical abilities and good command over spoken and written English.
- Inherit sincere desire for success with “Never Say No” positive attitude.
- Teamwork.
- Quick uptake and highly adaptable.
- Hard and smart work.

PERSONAL PROFILE

Father's Name : Ponnada Appala Naidu

Date of Birth : 15.04.2001

Marital Status : Unmarried

Nationality : Indian

Languages known : English, Hindi, Telugu.