

LAURA ZANELLA

MICROSOFT DYNAMICS CRM | POWER PLATFORM CONSULTANT

INTRODUCTION

As a 6-year experienced CRM and Power Platform Developer, I specialize in designing and implementing custom solutions that optimize processes and enhance customer relationships. My expertise in building complex workflows and leveraging the Microsoft Power Platform enables me to deliver innovative solutions that drive business success.

EXPERIENCE

My experience with MS Dynamics and Power Platform consists of:

- Worked closely with business stakeholders to understand their requirements and translate them into detail-oriented specifications to build Power Platform solutions.
- Developed and deployed custom Power Apps/Dynamics CRM solutions.
- Implemented custom connectors and APIs to integrate Power Platform with third-party applications.
- Created user-friendly interfaces on Power Apps to support pre-sales demos.
- Participated in Agile development processes, including sprint planning, backlog grooming, and daily stand-ups, using Azure Dev Ops.
- Developed and customized CRM solutions using Microsoft Dynamics CRM/365 to meet client business requirements.
- Created and maintained CRM plugins, workflows, and custom entities to improve system functionality and automate business processes.
- Collaborated with cross-functional teams, including UX designers and QA engineers, to ensure high-quality deliverables.



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- Provide technical support and guidance to clients during implementation and post-implementation phases.
- Configured CRM entities, fields, forms, views, business rules and dashboards to support business processes and user workflows.
- Created multiple Portals tailored to different industries, resulting in improved customer experience and increased sales for the organization.
- Mentored junior developers and provided technical guidance on Power Platform development best practices.
- Mentored and trained colleagues to successfully pass the MB-200 Microsoft CRM Certification exam.
- Drafted user-friendly technical documentation and user manuals to ensure smooth adoption of new technologies.
- Utilized analytical and design skills to create proof of concepts for CRM modules.
- Proficient in utilizing Power BI to extract, transform, and load data for reporting and analysis purposes.

COMPANIES WHERE I'VE WORKED



Sr CRM Developer > **Microsoft Dynamics CRM Consultant**
from 09/2021 to 02/2023 (1 year 6 months)



Developer > **Sr Developer**
from 07/2018 to 08/2021 (3 years 3 months)



Microsoft Dynamics CRM Consultant
from 06/2017 to 06/2018 (1 year)



Intern and **Developer**
from 12/2014 to 06/2017 (2 years 6 months)

- Created e-learning courses for intern employees using Adobe tools, to train them in an interactive way.



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- Demo to HR direction a different way to build interactive courses using front-end technologies, this helped to load the courses faster and had the flexibility to customize the material without restrictions.
- Worked in payment-services area to implement external API's that helped bank users to pay day-to-day billing services like water, electricity, etc.
- Assisted users with troubleshooting and problem-solving for mobile app services, resulting in improved functionality and usability.

EDUCATION



SOFTWARE AND SYSTEMS ENGINEER • 2016

CERTIFICATIONS



Power Platform Solution Architect Expert, January 2023



Power Platform Developer Associate, January 2023



Microsoft Certified Professional, January 2018



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SKILLS

CRM | Power Platform

Power Portals
Power Automate
Model driven-app
Canvas app
CRM customization and configuration
Plugin and workflow development

CRM Modules

Sales
Customer Service
Field Service
Marketing

Front-end

HTML
CSS

Others

Coding Languages

C#
JS | JQuery

DB & Dashboards

SQL
FetchXML
Power BI

Design

Adobe Photoshop
Adobe Illustrator

Azure



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Git
Azure DevOps
Visio
Project

Azure Functions
Logic Apps
Configuration



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