Narayana Challa
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PROFESSIONAL SUMMARY :

Microsoft Dynamics 365 CRM Administrator/Developer with 4+ years of enterprise CRM experience supporting banking and financial services users. Proven expertise in user & license management, workflows, configuration, reporting, troubleshooting, and system architecture, with a strong ability to translate business requirements into scalable CRM solutions that improve productivity and ROI.

PROFESSIONAL EXPERIENCE:

JPMC, USA (Remote) **Feb 2025 to Present**
Salesforce Administrator/Developer

- Coordinate user and license management including new user setup, deactivation, roles, profiles, and permission access for 300+ users
- Configure CRM components including workflows, custom fields, page layouts, record types, dashboards, and reports, improving operational efficiency by 30%
- Partner with business users to gather requirements, analyze processes, and design CRM solutions aligned with banking operations
- Troubleshoot system issues, configuration errors, and access problems, reducing CRM-related incidents by 35%
- Design and maintain CRM application architecture to support internal banking workflows and compliance needs
- Collaborate with stakeholders to identify productivity gains and ROI from CRM automation initiatives
- Create and maintain system documentation, user guides, and configuration records in accordance with internal IT standards
- Work closely with QA teams to validate fixes, review test results, and support UAT cycles
- Support Agile delivery by assisting with sprint planning, JIRA tracking, and deadline enforcement
- Communicate effectively with business users, IT teams, and vendors to resolve issues and deliver enhancements

HCL Technologies, India **Mar 2019 to Jul 2022**
Salesforce CRM Administrator

- Administered and enhanced enterprise CRM platforms for financial and enterprise clients
- Configured workflows, business rules, forms, views, dashboards, and reports, increasing user adoption by 25%
- Designed and supported custom CRM solutions aligned with business and compliance requirements
- Provided hands-on troubleshooting and root cause analysis for system and data issues
- Collaborated with external vendors and internal teams to deliver CRM enhancements
- Supported data migration and cleansing activities, achieving 98% data accuracy
- Participated in Agile/Scrum delivery, supporting sprint reviews, testing, and documentation
- Conducted research on new CRM features and enhancements to improve system capability

TECHNICAL SKILLS:

- **Salesforce Platforms:** Salesforce Administrator, CRM, Lightning, Visualforce, SOQL, SOSL
- **Integration:** RESTful APIs, SOAP, MuleSoft, Heroku, Zapier
- **Database Management:** SOQL, Data Modeling, Data Loaders, Excel
- **User Interface:** LWC, Visualforce, Aura Components
- **Automation:** Process Builder, Flow, Workflow Rules, Apex Triggers, Apex Classes
- **Version Control:** Salesforce DX, Git, GitHub, Jenkins, Flosum
- **SFDC Technology:** Lightning, Process Builder, Flow, REST, SOAP, SOQL, Sales & Service Cloud, Workflow Automation, Experience Cloud
- **Tools:** Force.com IDE, Eclipse, JIRA, Workbench, OmniStudio
- **Languages:** Apex, Java, Java Script, SQL, HTML, CSS, Bash
- **Databases:** Oracle, SQL Server, DB2
- **Methodologies:** Agile, Scrum, SDLC
- **Operating Systems:** Windows, MacOS, Linux Excel, SOQL

EDUCATION:

Master's in Computer Science And Management
Avila University, Kansas City, MO

CERTIFICATIONS:

- Salesforce Certified Administrator
- Salesforce Certified Platform Developer 1- **In Progress / Planned.**