



ANURAG NARANG

Date Of Birth: 26July, 1990 | Gender: Male | Nationality: Indian

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Client focused professional with 8+years of experience in achieving high client satisfaction. Experience includes working on vast, complex projects involving multiple interfaces, modules, technologies, and geographically distributed teams.

WORK EXPERIENCE:

Module Lead – Mindtree (July 2021 – Till Date)

Kellogg's : The project involved migrating Kelloggs from their legacy CRS (dotNet based) system to Salesforce Service cloud. It involved scratch implementation of service cloud features along with heavy customizations, migrating data from legacy system to Salesforce, creating and enhancing Kellogg's Contact Us module, implementing S-Docs for letter/email generation, Einstein Bots and Article recommendations etc

- Worked as a Technical Lead to implement the client's requirement as well as manage a distributed team of 10 members to achieve the desired results.
- Actively involved in decisions on underlying data model, design approaches, security model, code reviews, educating Kellogg's on Salesforce way of doing things, optimizing the business use cases for driving higher technology throughput
- Proactively communicated the risks which could arise out of one design approach over the other and help develop better understanding on functionality.
- Actively involved in hiring, driving walk-ins, mentoring and training team members
- Interaction with the leadership team, business heads, clients and onshore stakeholders amongst various functions
- Documenting processes with a focus on clear, concise and professional communication
- Delivering proof of concept, system walkthrough and product demos for Kellogg's
- Acted as the primary point of contact for implementing S-Doc (a managed package) related functionalities for Kelloggs which involved regular meeting/interaction with S-Doc team
- Worked on Einstein AI capabilities (Einstein Article Recommendations & Einstein Bot)
- Created multiple service channels from emails to SMS, chatbot, live chat etc.
- Worked on Bulk API to support Kellogg's Nightly extract job to feed the data from Salesforce into a separate Oracle BW systems.
- Strong knowledge of Salesforce.com (SaaS) and Force.com (PaaS) with experience ranging from configuring the Salesforce.com administration setup to developing various custom solutions

Senior Consultant – HCL (Jan 2019 – Jun 2021)

Nokia : It was Tier-3 developer support and enhancement project with the aim to help Nokia Sales team succeed on all fronts and get the most value out of their Salesforce Sales Cloud solution.

- Worked as team member to provide the solutions to Nokia globally distributed team by customizing, enhancing, debugging, researching, providing extension and professional services.
- Good understanding of standard/ core functional areas such as Custom Object/Field Creation, workflows, validation rules, user management, Setup Roles & Profiles, Page Layouts, Data Loader, Salesforce User Setup, Reports & Dashboards, Sharing Rules, approval processes etc.
- Design, code, and support solutions to meet business needs in Salesforce, including configurations, customizations and integrations
- Created APEX (classes and web services), Bulkified Triggers, Unit Test to meet client's custom requirements
- Worked on Lightning Apps, Lightning Components, Lightning flows, Lightning App builder, Aura,Force.com platform

- Capable of writing and debugging efficient SOQL and SOSL queries of standard and custom objects, and able to understand and develop for complex data models
- Maintained technical design documentation.
- Have detailed knowledge of Salesforce.com architecture
- Ensured high code quality by implementing Salesforce best practices in custom apex solutions.
- Consistently met deadlines and requirements for all production work orders
- Ensured timely completion of all deliverables with accuracy in implementation

Associate Consultant – Infosys Ltd. (July 2013 – Dec 2018)

Dell : It was a Service Cloud based project which involved integrating their 2 CRM systems - Oracle Siebel CRM and Salesforce Service Cloud.

- Created Workflow Rules, Lightning Flows ,Email Alerts, Validation Rules to ensure high quality data within the system and minimize the human error.
- Performed user management, Salesforce User Setup, Reports & Dashboards.
- Performed data-loading activities with the help of Data Loader & Workbench tool
- Deployed changes via Change Set
- Proper understanding of all the OOP's concepts
- Strong knowledge of various standard OOB (Out of the box) objects - like Case, Account, PersonAccount, Contact , Opportunities and their relationships
- Basic Knowledge of web technologies like HTML, JavaScript, and CSS
- Maintained technical design documentation.
- Consistently met deadlines and requirements for all production work orders
- Proficient with Custom Metadata, process builder, Custom setting, SSO (Single Sign On) setup , Roles & Profiles, Page Layouts, Permission Sets etc

Metro AG : It was Oracle Siebel CRM based project.

- Siebel CRM, EAI workflows, Integration Object, Business Service, Data mapping, Unit Testing, Configuration of application,EAI, eScripting, Workflows and configuration, Inbound & Outbound interface calls, g XSDs and XMLs ,Applets, Views, Screens, Business Components and Business Objects through Joins, Links, MVGs

DIGITAL SKILLS:

Platform

Force.com | S-Docs : Document Generation & E-Signature For Salesforce | Salesforce Service Cloud | Salesforce Sales Cloud

Languages

Salesforce Apex | Lightning Components | Aura Components | Salesforce SOQL | SOSL | HTML, JavaScript and CSS Visualforce

Tools

Developer Console | Workbench | Salesforce DataLoader | Soap UI | Microsoft VS Code | Change Sets | ANT Migration Tool

CERTIFICATIONS:

- Salesforce Certified Administrator
- Salesforce Certified Service Cloud Consultant
- Salesforce Certified Platform Developer I

EDUCATION:

- Bachelor OF Technology (B.TECH.) - Information Technology (IT) – Gautam Buddh Technical University – 2008-2012
- Intermediate (XII) / Pre-university with Computer as major – CBSE – 2007-2008
- High School (X) – CBSE – 2005-2006