Mrenank Rastogi (3 x Certified Salesforce Developer)

Github | LinkedIn | Website | Gmail | Phone | Codingninjas | Trailheads

PROFESSIONAL SUMMARY

Certified **Salesforce Developer** with **2.5 years** of experience at **Bajaj Finserv Health**, skilled in **Agile delivery, Financial Services Cloud, Service Cloud, Omnichannel, Apex, SOQL, Flows, Visualforce, REST APIs**, and **Platform Events**. Passionate about using **AI** to build smarter **CRM solutions**. **Trailhead Expeditioner** with **75 badges** and **46,000+ points**, driven by a love for learning and efficient development.

WORK EXPERIENCE AND PROJECTS

Salesforce Developer at Bajaj Finserv Health　　　　　　　　　　　**Jan 2023 - Present**

– Designed and implemented Task-Based Scheduled Flows using **Omnichannel routing** for **automating** the **business process** of to nudge providers and customers for timely delivery of **medicines** and **appointment bookings**, improving the 24-hour confirmation rate from **70% to 85%**

– Made use of **Scheduled Flows, Apex Triggers and Platform Events** to **automate the email triggering process**, by automatically checking for replies, **reducing agent manual effort by 42%**

– Built a user-centric **Web Page** from scratch using **Visualforce Pages, reusable LWC, SLDS, Apex, and SOQL** to fetch required documents against a claim and reimbursement preference details for optimized user experience, witnessing **adoption** across **3 different user journeys**

– Collaborated across teams and developed a **RESTful Get API** using **Apex REST** to fetch files against **case records**, allowing visibility of lab reports uploaded on SFDC to be viewed on app/website

– Worked on communicating **visualforce-based confirmation letters** through **Queueable Apex** invoked from **Apex Triggers** via **email and WhatsApp increasing** confirmation rates by **12%**

– Implemented an **Apex Batch job** to notify **network lab providers** daily with case details, record age and deadlines via **Excel**, **reducing cancellations by 7%** and enhancing data accuracy.

– Designed and implemented an **optimized metadata-driven** approach on case records, bringing the **picklist dependency errors** in Labs journey to **0** from an average of **27 error transactions** per day

Virtual Intern, Microsoft Future Ready Talent [Project]　　　　　**May 2022 - July 2022**

– Developed a **vue.js-based** website with some Microsoft Azure services like **Azure BLOB storage, Storage Accounts, Static Web Apps, and Log Analytics**

EDUCATION

2019 - 2023	Bachelor's of Technology, Manipal Institute of Technology	**(CGPA: 8.24/10.0)**
2018 - 2019	Class 12th CBSE Board, Amity International School, Noida	**(95.20%)**

SKILLS

Salesforce Stack	**Asynchronous Apex, Triggers, SOQL, SLDS, LWC, Financial Service Cloud, Service Cloud, Flow Builder, Reports and Dashboards, Agentforce, Connected Apps, Einstein (CRM Analytics), REST APIs**
Dev Tools	**VS Code, Postman, cursor.ai, Azure DevOps, ChatGPT**
Linkedin Skill Badges	**C, C++, C#, JS, MySQL, Excel, HTML, CSS, OOP, Front-end**

AWARDS AND SALESFORCE CERTIFICATIONS

– Salesforce Certified **Administrator (SCA)**　　　　　　　　　　　　**Feb, 2024**

– Salesforce Certified **AI Associate**　　　　　　　　　　　　　　　**March, 2025**

– Salesforce Certified **Platform Developer 1 (PD1)**　　　　　　　　**April, 2025**

– The **Limelight award** from Product Lead　　　　　　　　　　　　**June, 2024**

– The **Sharp Shark award** from the CIO, Bajaj Finserv Health　　　**December, 2024**

– The **Limelight award** from National Head - HR　　　　　　　　　**March, 2025**