

INDERJEET KUMAR



Zoho CRM | Salesforce | Data Management | Automation

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PROFILE

Strategic CRM, Data Management, and Business Automation professional with a proven 6-year track record currently working as Deputy Manager at Agarwal Packers and Movers Ltd. Adept at bridging the gap between technical execution and high-level business strategy. Recognized for independently architecting comprehensive Salesforce and Zoho environments from the ground up. Passionate about translating complex business requirements into scalable automated workflows, clean data ecosystems, and intuitive user interfaces. Strong hybrid background blending corporate CRM administration with independent advanced AI integrations.

EXPERIENCE



Deputy Product Manager

Agarwal Packers and Movers Ltd | New Delhi, India | 2020 – Present

- Lead and coordinate ERP, CRM, data and automation initiatives; manage a 5-member team and work directly with business users, developers, vendors and management.
- Single-handedly implemented the organization's Salesforce environment for the Corporate Sales Team, covering sales-process configuration, users, data, automation, reporting, testing and support.
- Single-handedly implemented the complete Zoho CRM environment for the International Sales Team, including Leads, Deals, stages, dispositions, follow-ups, workflows and integrations.
- Designed CRM/ERP and telephony data flows, including Zoho CRM ↔ ERP synchronization and Zoho Voice/ZDialer follow-up, call-status and recall automation.



Executive

Elentec India Pvt Ltd | Gr. Noida, U.P, India | 2018 – 2020

- Data Management & Reporting: Managed and analyzed operational data utilizing Microsoft Excel and Google Sheets, ensuring accurate and timely reporting to support daily business functions.
- Documentation & Presentation: Designed professional presentations and maintained critical business documentation using PowerPoint and Google Docs to facilitate internal communication.

KEY PROJECTS & INDEPENDENT VENTURES

- **Salesforce Appointment Booking Tool:** Developed an internal booking solution within Salesforce to integrate appointments directly into the CRM workflow.[cite: 1] Enhanced user convenience and improved process visibility and adoption.
- **Google PMax Lead Management in Zoho CRM:** Designed CRM-side lead-source routing and qualification logic for Google PMax leads, including source-based assignment, automated Lead Status updates and qualification using Stage, Disposition and Sub-Disposition.[cite: 1] Improved ownership, follow-up discipline and lead-quality visibility without requiring changes to the advertising workflow.
- **AI Application & Cloud Development:** Built and prototyped AI-enabled workflows and applications using OpenAI, Google AI / Gemini Pro, APIs, Google Cloud, Firebase, and Cloudflare.[cite: 1] Independent work includes a multi-AI trading-platform architecture using specialized AI systems, deterministic safety controls and cloud-based services.

TECHNICAL ARSENAL

Platforms

Salesforce

Zoho CRM

Zoho Desk

Zoho Projects

Zoho SalesIQ

Zoho Voice

Cloud & Design Technologies

UI / UX Design

Cloudflare

Firebase

Integrations & Communications

Interakt

mTalkz

ERP / API integrations

EDUCATION

Bachelor of Computer Application

IGNOU | Delhi, India

Diploma in Mechanical Design

NSIC | Delhi, India

Intermediate

CBSE | Delhi, India

Matriculation

CBSE | Delhi, India