Somya Tiwari

Senior Salesforce Developer

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7.5+ YEARS EXPERIENCE | 19 SALESFORCE CERTIFICATIONS | 2 COPADO CERTIFICATIONS

PROFILE

Senior Salesforce Developer with 7+ years of experience, currently at 6sense and previously a Technical Consultant at Salesforce India. Core work includes Apex/LWC development, OmniStudio customer journeys and integrations. Recent projects include a metadata-based decision engine, custom Service Cloud routing and task-trigger enhancements. Has led client projects and mentored developers at consulting firms, with a growing focus on Salesforce architecture and access design.

CURRENT EXPERIENCE

6sense India Pvt. Ltd.

Jan 2025 - Present

Senior Salesforce Developer | Pune, India

Design and build Salesforce features for Revenue Operations and Service Cloud. Work directly with Product, GTM, Data Engineering and Operations to clarify requirements and work through implementation issues.

- **Custom round robin.** Built custom round-robin assignment for Service Cloud emails arriving from multiple sources. Development took two months and adoption took 10 days. Addressed rollout issues over a 15-day stabilization period.
- **Decision and task frameworks.** Built a metadata-based decision engine and configurable round-robin logic. Enhanced task-trigger processing and worked on qualification automation using Change Data Capture.
- **LWC development.** Built components for opportunity stage-exit guidance, service-request screens and product information on Salesforce record pages.
- **Activity and account reporting.** Worked on task activity rollups, weekly opportunity snapshots in CRM Analytics and account-hierarchy processing for reporting.
- **Production support.** Investigated flow, trigger and integration issues, including asynchronous Apex usage and governor-limit constraints. Refined technical requirements and supported releases and production fixes.
- **Role-based access (in progress).** Designing and building a role-based access model. Current work covers roles, record ownership, sharing rules and permission sets, including dependencies that need to be understood before rollout.
- **Lead-to-Cash and Revenue Operations.** Built and enhanced lead/account qualification automation using Salesforce, Change Data Capture and configurable decision logic to support sales prioritization.

CONSULTING & TECHNICAL LEADERSHIP

Salesforce India Pvt. Ltd. Jul 2022 - Jan 2025

Technical Consultant | Bengaluru, India

- **AT&T.** Owned the plan-change journey for a specific customer plan in Community Cloud. Developed the OmniScript and LWC, along with DataRaptors and Integration Procedures used by the process.
- **ANZ Bank.** Built a questionnaire in Service Cloud that lets users move forward and backward through the steps of a guided process.
- **Pinnacle Pet Group.** Built the insurance intake journey for adding a new pet to an existing policy using OmniScripts and Integration Procedures.
- Refined technical requirements, worked on integration design and supported Copado releases. Helped junior developers with implementation questions.

360 Degree Cloud Pvt. Ltd. Aug 2021 - Jul 2022

Senior Salesforce Developer | Gurugram, India

- Led Manufacturing and Sales Cloud projects with developers and business analysts. Took part in client discussions, planned implementation work and handled demos and production support.
- Developed Apex/LWC features and helped make implementation decisions for a managed package for a finance team. Handled deployments and production hotfixes.
- Mentored junior developers on LWC, Apex and integrations. Established reusable services, test factories and coding standards for the team.
- Implemented an inbound ZoomInfo-to-Salesforce integration to bring external sales-intelligence data into CRM. Worked on connecting ZoomInfo with Salesforce and implementing the data flow from the source platform into the Salesforce environment.

MindRuby Technologies LLP (earlier known as **Ideavate Solutions**) Jun 2019 - Aug 2021

Salesforce Developer | Indore, India

- Led a small team working on Salesforce UI, backend logic and integrations. Discussed requirements directly with clients and coordinated technical work with vendors.
- Migrated Classic functionality to Lightning and built reusable LWC/Aura components. Worked on REST/SOAP integrations, asynchronous Apex and Python microservices.
- Built Apex decision engines, asynchronous jobs, REST services and custom applications. Worked across Salesforce UI and backend development from this early role.
- Gathered client requirements, mapped fields and demonstrated completed work. Implemented Sales and Service Cloud automation, integrations and sharing changes.
- Built the end-to-end Salesforce payment workflow for MoneySpot using Assembly Payments. Worked across the Salesforce process and external payment integration, connecting the business workflow in CRM with the payment platform.

SELECTED PROJECTS

Logitech Creative Console plugin

Personal project | Used daily

Designed the plugin on paper first, writing out the architecture before using structured prompts in Cursor to build it. Now use it daily with the Logitech Creative Console in personal workflows.

GTM Meeting Brief

Hackathon project | Prototype

Built a Salesforce meeting brief for Opportunity records using native LWC, Apex and NVIDIA NIM. It uses CRM context to generate meeting objectives, questions and risks. Implemented asynchronous generation with status polling and kept model settings in Custom Metadata. Developed as a hackathon prototype.

MoneySpot / Assembly Payments

Selected client integration work

Built end-to-end payment workflows for MoneySpot using Assembly Payments during earlier Salesforce client work.

TECHNICAL EXPERTISE

Development Apex, LWC, Aura, Visualforce, SOQL/SOSL, Flow, OmniScripts, DataRaptors, Integration Procedures and Custom Metadata.

Architecture & integration Batch, Queueable and Scheduled Apex; Platform Events, CDC, REST/SOAP APIs, Python, metadata-based frameworks, data modelling, sharing and visibility.

Cloud experience Sales, Service, Experience/Community, Manufacturing, Communications and Financial Services Clouds; Industries CPQ and CRM Analytics.

Delivery tooling Git, Salesforce CLI/SFDX, Gearset, Copado, Workato and Cursor; technical grooming, code reviews, deployments and mentoring.

CERTIFICATIONS

19 Salesforce certifications Selected credentials below; also holds 2 Copado certifications and Trailhead All Star Ranger status.

Application Architect, Platform Data Architect, Platform Integration Architect, Platform Sharing and Visibility Architect, **Platform Developer I**, **Platform Developer II**, Platform App Builder, **JavaScript Developer I**, **Platform Administrator**, Platform Foundations, **Sales Cloud Consultant**, Service Cloud Consultant, Experience Cloud Consultant, CRM Analytics and Einstein Discovery Consultant, OmniStudio Developer, Industries CPQ Developer, **Certified CPQ Administrator**, Financial Services Cloud Accredited Professional, Process Automation Accredited Professional

EDUCATION

M.Tech., Software Engineering BITS Pilani, Goa | 2022 - 2024

B.E., Computer Science LNCT (RGPV), Indore | 2015 - 2019