Soma Upadhyayula

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## professional skills

* Experienced in Salesforce.com Development, Administration and Implementation and Integrating Salesforce with other Applications.
* Strong experience in all phases of Software Development Life Cycle (SDLC) including requirements gathering and analysis through project Design, Development, Implementation, Deployment, Testing and Maintenance.
* Strong experience in working with Apex classes, Visualforce pages, Triggers, Controllers and Controller Extensions, Lightning Web Components, Test Methods and Application Design and Development on Force.com platform.
* Proficient in dealing with the functionalities related to the Service cloud, Sales Cloud, Call center, Chatter and App-exchange applications.
* Excellent understanding of Salesforce's Web Services and good understanding of Salesforce SOQL, SOSL and security model.
* Experience in web technologies like HTML, XML, CSS, JavaScript, Angular JS, WSDL, and SOAP.
* Experience with Salesforce developer toolkit including Force.com IDE, Migration Tool and Web Services.
* Proficiency in Salesforce Administration tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Validations.
* Experience working with different deployment tools like ANT, AutoRabit and Salesforce Changesets.
* Extensive experience of using declarative features like validation rules, Assignment rules, Auto-Response rules, Escalation Rules for satisfying complex business process automations.
* Experience with Salesforce Vlocity Omni studio implementation. Worked on design of Flex Cards. Used Data Raptors and Integration Procedures.
* Implemented security and sharing rules at object, field, and record level for different users at different levels of organization, also created various profiles and configured the permissions based on the organizational hierarchy.
* Experience in Deployment, deployments from one environment to different environments.
* A self-starter and Salesforce enthusiast who thrives on working in fast-paced environment.
* Strong team player with service-oriented attitude and customer focus.

## Certifications

* Salesforce Certified Platform Developer I

# Experience

## Salesforce developer | Verizon, Dallas, TX | may 2019 – present

**Improving systems integration and automation through design, refinement, and improvement to the CRM system with the primary objective of user satisfaction. Actively supporting sales, marketing, operations and business managers with process development, data and systems analysis, systems integration, and CRM administration/development.**

* Design and build technical solutions on the Salesforce platform to support Sales, Service and Marketing business strategies.
* Responsible for analyzing complex business problems and implementing solutions that will support and enhance the functionality of growing business applications infrastructure.
* Worked with key stakeholders to gain deep understanding of their business strategies to translate their requirements into well-architected solutions.
* Perform and participate in peer code review for ongoing projects to ensure high quality of code, technical solutions, and design patterns.
* Providing day-to-day salesforce administration support, maintenance and operations of Salesforce applications and integrations.
* Create and maintain technical design documentation
* Worked along with DevOps and release management teams to promote the build to production.
* Responsible for ensuring the right level of non-functional needs such as quality, scalability, performance, flexibility, modularity, maintainability etc.
* Responsible for researching on force.com capabilities, new features and keeping up with Salesforce releases as needed to suit business requirements.
* Configured Knowledge Base and Data categories for the Customer service representatives.
* Managed Contract and Order Management process which includes product and service configuration, quote creation, pricing structure, billing statement.
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization.
* Developed various Batch Apex classes and scheduled those using Apex Schedulable classes on daily basis.
* Implemented the Salesforce and Power BI integration.
* Designed the quoting tools for different Business Units to create quotes more efficiently.
* Implemented Einstein Activity Capture, Opportunity Pipeline, Einstein Analytics.
* Implemented Enterprise Territory Management to support the Sales and Support processes.
* Worked on integrating Salesforce with Dynamics 365 ERP through MuleSoft Application.

## Salesforce Developer | t-mobile, seattle, wa | jan 2017 – may 2019

**Involved in building a suite of sales systems to support Sales and Marketing teams. Worked with other backend engineers to develop and maintain web applications used by external partners and users. Primary work includes maintaining and developing Salesforce and other web based applications, along with other front end or backend development related work - Java, Java script, HTML/CSS.**

* Involved in gathering the requirements from business stakeholders, product managers and end users.
* Working with Operations Manager and users to determine business requirements, provide administrative support and design /implement solutions in Salesforce CRM Environment.
* Analyzed current business processes and collaborated with Sales Leadership to conceptualize and implement new processes and workflows.
* Involved in development and implementation of Real-time data sync between Salesforce and Internal database systems.
* Designed, developed, and deployed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Designed various WebPages in VisualForce for capturing various customer enquiries and implementation logic for migrating cases to different queue based on the type of customer enquiry.
* Involved in integrating salesforce with the Oracle Primavera ERP.
* Responsible for creating Queues, Workflows rules and tasks to share and automate work to the users in the Queue.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Involved in managing daily administration tasks like multiple user setup, profiles and roles, customization of objects, fields, record types, page layouts, and validations.
* Responsible for creating Sharing rules among all the users in different Roles and Subordinates.
* Documented & conducted multiple training sessions across various sales channels.
* Developed various reports and dashboards and performed data analysis on sales metrics and churn and attrition.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Created unit test cases and coordinated change requests to drive the business requirements during Integration and Testing stages.

## salesforce Administrator| tcs, hyderabad, india | dec 2013 – may 2014

* Responsible for day-to-day Salesforce Administration and Support, including but not limited to, User setup, Profiles and Roles, Custom Object and Fields creation, Page Layouts, Record Types, Workflows, and Validations.
* Created Custom Objects, Users, Custom Profiles, Page Layouts, and Record Types to meet Business guidelines.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation, and formula fields to the custom objects.
* Created various Reports (summary reports, matrix reports, pie charts, and graphics) and Report Folders to assist Service managers to better utilize Salesforce and configured various Reports and for different user profiles based on the need in the organization.
* Created Customized dashboards for the service representatives and case team members to keep track of the cases assigned to them.
* Created & maintained detailed documentation on changes in Salesforce.
* Managed multiple sandbox environments, deployed the changes set from sandbox to productions after the UAT.
* Developed Apex coding which includes Triggers, classes for custom controllers and controller extensions, schedulable apex classes, batch apex etc., according to the functional needs of the application.
* Designed, and deployed the Custom objects, Custom tabs, Entity-Relationship data model, validation rules, Workflow Rules, actions, Auto-Response Rules, Page layouts, mini page layouts, search layouts, custom Components, custom compositions, and custom reports to suit to the needs of the application.
* Created several workflows by defining rules, approval processes and related actions.
* Wrote several SOQL & SOSL queries in the apex coding with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish many to many relationships among objects.
* Worked on the Eclipse IDE with Force.com plug-in environment for writing Business logic in Apex Programming Language, Testing and Deploying.
* Worked on Force.com Explorer for querying Salesforce database using SOQL & SOSL queries and used Data Loader for data migration, insert, update, and bulk import or export of data.

# Education

## Master’s degree | dec 2016 | nortwestern polytechnic university, ca

Major: Computer Science

## bachelor’s degree | may 2013 | jntu hyderabad, india

Major: Electronics and Communication Engineering