

DHRUV GOEL

CONTACT:

✉ **Permanent:** 271-D, Regal, Shipra Suncity, Indirapuram, Ghaziabad, UP-201014, India

☎ **:** +91 8178529222 / 9408897848

💻 **:** thisisdg@rediffmail.com

Date of Birth: 23rd June, 1995

SALESFORCE CERTIFIED B2C COMMERCE DEVELOPER

I am Salesforce Certified B2C Developer with keen interest in coding and development. I have proficiency in front-end designing and back-end architecture with expertise in ISML, SCSS/SASS, SFRA, SGJC, Pipelines, JS/jQuery, Gulp.js, XML Forms etc.

TECHNICAL / ACADEMIC QUALIFICATIONS:

Scores and Percentages:

	B.Tech – IT (CGPA)	12th (%)	10th (CGPA)
Score	7.27	75.6	8.8

Course: Bachelor of Technology in Information Technology

University: School of Engineering and Tech, Mizoram University, Aizawl, Mizoram, 796004

School: Hans Raj Model School, Punjabi Bagh, New Delhi - 110026

EXPERIENCE:

Company Name	From	To	Job Role	Designation
Wipro , Tech Boulevard, Greater Noida, Sector-127	02/02/2020	Ongoing	Backend SFCC Development Team Lead	Associate Consultant
Valtech India Systems Private Ltd , Unit NO: 802 & 803, 8th Floor Tower B, Unitech Cyber Park, Sector 39, Gurugram – 122003	11/05/2020	29/01/2021	Full Stack Salesforce Commerce Cloud (B2C Commerce) Development	Software Engineer L4 (SFCC)
Helios Solutions , Iscon Attria-2, Gotri Road, Vadodara, Gujarat 390021	15/04/2019	24/04/2020	Full Stack Salesforce Commerce Cloud (B2C Commerce) Development	Software Engineer (SFCC)
OrionCoders , Gotri Road, Vadodara, Gujarat 390021	17/10/2017	12/04/2019	Full Stack Salesforce Commerce Cloud (B2C Commerce) Development	Software Developer

TRAININGS:

Subject	Institute	Duration
1. Core Java	Tata CMC- TCS ion	30/12/2015 to 20/02/2016
2. Ethical Hacking	i3indiya Ethical Hacking & Cyber Security	30 day from 02/01/2015

CERTIFICATIONS:

1. Salesforce Certified B2C Commerce Developer (Certification Credentials):

Certification Date: 29th Feb, 2020

Credential ID: 20942841

Trailhead profile: trailblazer.me/id/thisisdg

ACHIEVEMENTS:

- **Social Login Integration**
Integrated social login with Chinese APIs like Wechat and Weibo
 - **Code Optimization**
Reduced the size of code from a lot to almost nothing with the development of a helper library
 - **Baidu API Integration**
Customized a map for a Chinese website for the purpose of store locator
 - **Deprecated API Upgradations**
Updated the deprecated API for the Wechat payment integration
 - **On-Site Experience**
I have On-Site experience of **3 months** at **Shanghai** for a project named **Fresh China**.
 - **Pipeline to SFRA Conversion**
Converted the **Tervis** project that was originally developed in **Pipelines** to **SFRA** with **client appreciation**.
 - **Certification**
Got **Salesforce B2C Commerce Developer Certification** on **29th Feb, 2020** with **credential ID: 20942841**.
 - **Went Live**
Went live with 2 new brands in the **Loreal Group: Laroche Posay AU** and **Kerastese AU** which were **headl**
ess where the **frontend in Sitecore** was hosted on another server and **backend in SFCC** was hosted on an
other server. They were **linked** with each other using **OCAPI**.
-

CODING & TECHNICAL SKILLS:

- **Frontend:**
 1. JS/JQuery
 2. AJAX
 3. SASS/SCSS
 4. Gulp JS
 5. JSON
 6. XML Forms
 7. ISML
 8. Adobe Photoshop

- **SFCC Backend:**
 1. SFRA
 2. SGJC
 3. Pipelines
 4. XML Imports/Exports, Meta Data
 5. Business Manager Operations and Administration
 6. Alias
 7. Code Review
- **Other Technologies:**
 1. Node JS
 2. Cron Job Scheduling
 3. Azure Pipelines CI/CD
- **Source Control:**
 1. Git
 2. SourceTree
 3. Jira
 4. Azure DevOps Pipelines & Releases
- **3rd Party API Integrations / Development:**
 1. Cybersource
 2. Apple Pay
 3. Paypal
 4. Wechat Pay
 5. Wechat Social Login
 6. Power Reviews
 7. Baidu Map API
 8. Weibo Social Login
 9. ID.me Social Login Integration

PROJECTS:

1. Fresh CN

It is a US based Ecommerce project that focuses on selling cosmetic products. I work on the China domain of the website.

Roles: Full Stack Salesforce B2C Commerce Development

Technology: Site Genesis Pipeline Architecture

Location: Shanghai, China

Global Site: <http://www.fresh.com>

Fresh CN Website: <https://cn.fresh.com>

2. Embryform

The Embry Group has earned a reputation for top quality lingerie products with brands such as Embry Form and Fandecie. Their products include a wide collection of bras, underwear and pajamas. Embry Form's dedication to perfection and the development of new products has made it popular among consumers.

Roles: Full Stack Salesforce B2C Commerce Development

Technology: Site Genesis JS Controllers

Official Website: <http://store.embryform.com/embryform>

3. Lily's Kitchen

Lily's Kitchen call their range of recipes 'proper food' because that is what their food looks and smells like. They make each recipe with wholesome, natural ingredients packed full of natural nourishment to keep your dog or cat in peak condition as well as build a strong immune system to fight disease.

Roles: Front End Page Development

Official Website: <http://www.lilyskitchen.co.uk>

4. PacSafe

Pacsafe is a brand of travel equipment with emphasis on anti-theft features. Pacsafe is headquartered in Hong Kong with offices in the United States, Germany, and China. The company's range of products include adventure backpacks, urban and leisure bags, women's bags, photography bags, luggage and travel accessories such as straps, cables and locks.

Roles: Bug Fixing

Technology: Site Genesis JS Controllers

Official Website: <http://www.pacsafe.com>

5. Bestseller

Best Seller is a huge project that has a lot of major fashion wear brands such as Veromoda, Only, Jack n Jones etc. [I have worked on Veromoda Malaysia and Jack n Jones Hong Kong, so I have provided the official links for both of these brands.

Roles: Bug Fixing

Technology: SFRA

Veromoda Official Website: <http://www.veromoda.com.my>

Jack 'o' Jones Official Website: <http://www.jackjones.com.my>

6. Tervis (B2C and B2B)

Tervis is an ecommerce company dealing in the drinkware designed to make a positive impact on the drinking enjoyment while lessening the impact on the environment.

Roles: Full Stack SFRA Development

Technology: SFRA, Node

Official Website: <https://www.tervis.com/>

7. Loreal APAC (Owned by Loreal Paris)

L'Oréal S.A. is a French personal care company headquartered in Clichy, Hauts-de-Seine with a registered office in Paris. It is the world's largest cosmetics company and has developed activities in the field concentrating on hair color, skin care, sun protection, make-up, perfume, and hair care.

Role: Full Stack SFCC Development

Technology: Pipelines

Brands worked on in APAC Region: Lancome, YSL, Kiehls, Urban Decay, Laroche Posay AU, Kerastase AU

AREAS OF INTEREST:

- Headless Commerce
- Salesforce B2B (Cloudcraze)

LANGUAGE PROFICIENCY:

- English (Oral & Written)
- Hindi (Oral & Written)