

MOHINI SINGH

SALESFORCE TECHNICAL LEAD

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PROFESSIONAL SUMMARY

- Overall experience of **8 Years** developing and managing ecommerce and web applications.
- Experience in **Salesforce Development** (SFDC) on Salesforce **B2B Commerce Cloud** (CloudCraze+B2B Lex), **SF Experience Cloud**, Service Cloud.
- Currently working as a **SF Technical Team Lead**. Also **trained** several resources in **SF B2B (Cloudcraze + LEX)** for Salesforce practice in current as well as previous organizations.
- **Expertise in Apex web Service Based Integrations** - REST based integrations, web services over HTTP transport, URL based integrations, Heroku Integrations with SFMC to implement the Share Emails and Confirmation Emails
- Worked on **custom credit card payment integrations** for different payment gateways, **PO Based Purchasing** for Commerce, pricing, inventory, address validation integrations.
- Experience in implementing Business Processes using Workflows, Triggers, **Process builder**, **Flows**, Custom settings, Custom metadata, Page layouts and **salesforce Security Settings** (Roles, Profiles, Permission sets and Sharing settings).
- Worked on developing the **Live Chat Functionality** to enable customers to chat directly with agents from the community site.
- Experience in implementing the Salesforce **Batch jobs**, **Schedulers** and **Aysnc Apex**.
- Have experience with **DevOps tools** like **Bitbucket**, **Azure Devops** for defining the **CI-CD Process** using pipelines & branching policies to automate the deployment. **Also managed release cycles**, **UATs** and **Production deployments**.
- Hands on **coding experience** with **Apex**, **Visualforce** and **LWC**.
- Worked on **multi-lingual** and **multi-country** cloud implementations.

TECHNICAL SKILLS		CERTIFICATIONS
• CRM	Salesforce, Experience Cloud, B2B Commerce Cloud (CloudCraze+LEX)	<div>Salesforce Certified Platform Developer 1</div> <div>Salesforce Certified App Builder</div> <div>Flossum Certified Professional</div> <div>B2B Commerce on Lightning Experience Administrator</div>
• Language	Apex & Visualforce (SFDC platform languages), LWC, Java, HTML, Javascript, OOP	
• Web Services	Soap Web Services, Restful Web services	
• Tools:	VSCode, Work Bench, Eclipse, Agile Tools like JIRA, Azure Devops GIT, SVN for version control	

RECENT PROJECT EXPERIENCE & DETAILS

Project/Client	Project Description	Role
Mattel	<p>Mattel, Inc. is an American multinational toy manufacturing and entertainment company. The products and brands it currently sells include Barbie, Hot Wheels, Fisher-Price, American Girl, UNO, Mega, Thomas & Friends, Polly Pocket etc.</p> <p>Worked as a team lead and senior salesforce developer for developing major functionalities for North America, LATAM APAC regions on salesforce B2B commerce cloud.</p>	<p>Team Lead –Experience Cloud and Salesforce B2B Commerce</p> <ul style="list-style-type: none"> • Sprint Planning, Story Grooming & technical design solutioning. • SIT and UAT Execution, Production Deployment Readiness & Support. • Completed 3 successful releases. • Code Reviews. • Major features/modules worked upon: Credit Card Payment Integration, Payment Reprocessing by CSR, Pricing Integrations, Customized addToCart, customized bulk order, Emails etc.
Avient Corporation (formerly PolyOne)	<p>Avient Corporation (formerly PolyOne) is a premier provider of specialized polymer materials, services and solutions. The company is dedicated to serving customers in diverse industries around the globe throughout North America, South America, Europe, Africa and Asia.</p> <p>We built an agile and intuitive digital sales channel from scratch on Salesforce B2B commerce platform, on which their customers can digitally self-service anytime, anywhere.</p>	<p>Team Lead – Salesforce B2B Commerce (CloudCraze)</p> <ul style="list-style-type: none"> • Sprint Planning, Story Grooming & technical design solutioning. • SIT and UAT Execution, Production Deployment Readiness & Support. • Code Reviews. • Major features/modules worked upon: PO Payments, Effective Account Setup, Pricing Setup and Integrations, Live Chat, Customized addToCart, multiple UOMs per product, Emails, LLI Checkout etc.

Solar Turbines	A wholly owned subsidiary of Caterpillar Inc., designs and manufactures industrial gas turbines for onshore and offshore electrical power generation, for marine propulsion and for producing, processing and transporting natural gas and oil. Project was developed from scratch in CloudCraze.	Senior Salesforce Developer – CloudCraze <ul style="list-style-type: none"> • Story estimations and Tech Design • Order/quote updates, Shipment Updates, Inventory Updates, Sending PO PDF to ERP System. • SFMC (Heroku Email) Integration. • PriceCheck, TaxCalls, DeliveryMethods etc. • Quote To Order Conversions • Production Deployment Readiness & Support • Performance Enhancements • Code Reviews
Waste Management	WM is the leading provider of comprehensive waste management, offering services such as garbage collection and disposal, recycling and dumpster rental.	Cloudcraze (Salesforce B2B Commerce) Developer <ul style="list-style-type: none"> • Pricing Integrations with various Systems • Caching the API responses • PLP /PDP Customizations • Checkout Flow • Code Reviews
Siemens	Siemens is a German multinational conglomerate company and largest industrial manufacturing company in Europe with branch offices abroad. Worked on developing a pilot ecommerce portal in Cloudcraze for their B2B commerce business.	Cloudcraze (Salesforce B2B Commerce) Developer <ul style="list-style-type: none"> • Org/Storefront Setup • Checkout Flow • Tiered Pricing • Price Check Integration • Performance Improvements • Email Functionality

EXPERIENCE & EMPLOYMENT HISTORY

Company Name	Role
Cognizant	Salesforce Tech. Lead
Deloitte	Salesforce Cloud Consultant
Reliance Industries	Supply Chain Consultant
IBM	Application Developer

PERSONAL DETAILS

Name	Email-Id	Languages Known
Mohini Singh	mohinisingh1901@gmail.com	English, Hindi