

Vipul Kumar

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**SALESFORCE
CERTIFIED**

Commerce Cloud
Digital Developer

*A versatile, high-energy **Salesforce Commerce Cloud** Technocrat with the distinction of executing prestigious projects of large magnitude with a strict time schedule.*

PROFESSIONAL SYNOPSIS

- A **Salesforce Commerce Cloud** Technocrat with a total of **8 years** of experience with **7+ years** of experience in SFCC E-commerce Development, Application Maintenance & Support.
- Have varied Experience in the E-commerce domain for internationally known brands.
- Worked on global market coverage integrations like **Global-e, EShopWorld**.
- Formulated the respective OCAPI services for the complete IOS App development.
- Experience in integrating Headless Commerce APIs (commerce SDK) with Node JS and React App.
- Experience in integrating Alexa Skill with (Headless Commerce SDK) for a few use cases.
- Experienced in SLAS Login and Admin APIs for **Headless Commerce Solutions**.
- Worked on Analytics like **Adobe Analytics, GTM, Segment Analytics, Tealium**.
- Expertise in third-party link cartridges integrations like **Adyen, Razor Pay, Affirm, Avalara, AWS, Delhivery, DIS, FedEx, Narvar, PayPal, Scene7, Translations**.
- Experience in integrating Salesforce Commerce Cloud (SFCC) in Multi-Cloud Ecosystem (**SFMC, SF-OMS**).
- Hands on experience in development with implementations on **SFRA, Site Genesis Controllers**, pipelines, multi-country, multi-currency large-scale global solutions.
- Sound Knowledge in Coupon Management, Promotion Management, Campaign Management.
- Implemented the custom solutions like Notify Me, Cart Abandonment, Prorated price-based Adjustments.
- Experience in web service/API integration of third-party link cartridges in the Salesforce Commerce cloud.
- Got exposure to Business Manager and have sound knowledge of SFRA Framework.
- Having Knowledge of Job Schedules.
- Exposure of Deploying Builds and Data and code replication.
- Having Experience in providing training on SFCC using the SFRA framework.

PROFESSIONAL EXPERIENCE

Valtech India

09th September 2022-Till Date

Currently, working as a Technical Lead with a total of 7+ years of experience in Demandware **E-commerce Platform (Salesforce Commerce Cloud)** for B2C E-commerce development and Support and for various other strategic initiatives as required by management in addition to supporting bids.

Worked as a Senior Software Engineer at **Dentsu World Services** from **Nov 2020 to September 2022**.

Worked as a Consultant at **Deloitte Consulting India Pvt Ltd**, from **August 2018 to Nov 2020**.

Worked as a Senior System Engineer at **Infosys. Ltd**, from **Feb 2015 to June 2018**

TECHNICAL SKILLS

Domain (SFCC Framework):	Salesforce Commerce Cloud.
Web:	jQuery, HTML, JavaScript, Ajax.
Programming Languages:	JAVA, C++.
Operating Systems:	Windows XP, Windows 10/7/8, Linux (Ubuntu)
Professional Software Known:	Visual Studio, Eclipse, Service Now, Fork, JIRA, GitHub, Jenkins

VISA

Currently holding **B1 visa to the United States of America** valid till June 2029.

PROJECT DETAILS

Project Title: L'Oréal South APAC Support

Client: L'Oréal (This includes support for multiple brand sites)
Technology: Salesforce Commerce Cloud
Duration: September 2022 – Till Date
Role: SFCC Technical Lead
Software Tools: Visual Studio, Eclipse, GitHub, Fork, JIRA, Confluence.

Role Description:

- Responsible for resolving high-priority and critical issues.
- Handling the technical queries by the developers and guiding them.
- Analyzing the new user stories and adding developer notes.
- Impact Analysis of adopting global release features.
- Handling various activities like client calls, guiding the team for global releases, replication requests and other business manager tasks and activities, code reviews and raising SFCC cases for various tasks.

Project Details:

L'Oréal is a French personal care company. It is the world's largest cosmetics company in the field concentrating on hair color, skincare, sun protection, make-up, and perfume. This project is about providing 24x7 support for all L'Oréal south APAC markets which includes multiple brand sites per country for markets Singapore, Malaysia, Thailand, Indonesia, Vietnam, India, UAE.

Project Title: Disney APAC Global-e Rollout

Client: Disney APAC (<https://www.shopdisney.asia>)
Technology: Salesforce Commerce Cloud (**Based on SFRA Framework**)
Duration: September 2021 – August 2022
Role: SFCC Senior Developer
Software Tools: Visual Studio, Eclipse, GitHub, Fork, JIRA, Confluence.

Role Description:

- Implemented the customized changes in Disney custom cartridge to integrate global-e solutions such as related to pricing, badging and refinements.
- Modified the global-e custom logic to Save Addresses and Account Information using Disney One Id Services and General Bug Fixing.
- Added the customized logic to the global-e cartridge to call the external Inventory Service at different points within the application flow.

Project Details: Disney is a privately-owned American multinational mass media and entertainment company known worldwide for media and entertainment products. The purpose of this project is to integrate the global-e solution for Disney APAC B2C Site which specializes in high-quality Toys, clothes and other Disney products to cover Singapore, Australia, Malaysia and Hong Kong Markets.

Project Title: Shiseido Global Core

Client: Disney APAC (<https://www.shiseido.com/us/en/>)
Technology: Salesforce Commerce Cloud (**Based on Controllers Framework**)
Duration: January – July 2021
Role: SFCC Senior Developer
Software Tools: Visual Studio, Eclipse, GitHub, Fork, JIRA, Confluence.

Role Description:

- Implemented the OneClick Buy Functionality, Wishlist Sharing
- Implemented the Single Page Checkout as per the requirements and designs using the Controllers framework.

Project Details: Shiseido is a Japanese brand to offer top-level skincare, makeup and beauty products. The purpose of this project was to develop custom functionalities for the Shiseido US market.

Project Title: Alice & Olivia B2C Development.

Client: Alice & Olivia (<https://www.aliceandolivia.com>)
Technology: Salesforce Commerce Cloud (**Based on SFRA Framework**)
Duration: March 2020 – Till Date
Role: SFCC Developer/Lead
Software Tools: Eclipse, GitHub, Fork, JIRA, Confluence Jenkins.

Role Description:

- Implemented PDP, Cart, Minicart, Billing, Store Locator, SF-OMS, My Account, Search Suggestions, Returns, Prorated Price Based Promotion Adjustments, Jobs Framework, Product Badging, SEO.
- Implemented the BorderFree, Avalara, Apple Pay, FedEx, AWS integrations.
- Helped and guided the team with approaches for integrations like Narvar, category Navigation, content solutions etc.

Project Details: Alice & Olivia is a privately-owned American clothing company known worldwide for its women's apparel clothing including tops, pants, shirts, sweaters, jackets, and undergarments. The purpose of this project is to develop a B2C E-commerce site.

Project Title: Lilly Pulitzer B2C Development.

Client: Lilly Pulitzer (<https://www.lilypulitzer.com>)
Technology: Salesforce Commerce Cloud (**Based on SFRA Framework**)
Duration: January 2020 – February 2020
Role: SFCC Developer/Lead
Software Tools: Eclipse, GitHub, Fork, JIRA, Confluence Jenkins.

Role Description:

- Implemented Analytics like Rakuten, Tealium, Monetate
- Jobs Framework

Project Details: Lilly Pulitzer is a privately-owned American clothing company known worldwide for its fashionable women's apparel clothing. The purpose of this project is to transform the existing SGJC-based sites to SFRA Framework.

Project Title: Yeti Coolers LLC B2C Development and Support.

Client: Yeti Coolers LLC (https://www.yeti.com/en_US)
Technology: Salesforce Commerce Cloud (**Based on SGJC Framework**)
Duration: February 2019 – January 2020
Role: SFCC Developer
Software Tools: Eclipse, GitHub, Fork, JIRA, Confluence Jenkins.

Role Description:

- Incorporated the site enhancements activities like cleaning redundant code, performance enhancement, improved security, removing the old data (sandbox users, custom objects, content configurations) and deprecated APIs, upgraded the code with the latest APIs and methods.
- Led the team in identifying and resolving issues and in Canada development tasks whenever they got stuck in their implementation approach.
- Implemented Translations and Vertex integrations for Yeti Canada.
- Implemented PayPal Payment Integration and Segment Analytics.
- Provided extensive support while working from the onsite client location (US Office) for Black Friday and Thanksgiving.
- Helped the client in making more revenue by covering more international markets using EShopWorld integration, improved the overall site performance by implementing new user-friendly customer experiences like auto Redirection based on geolocation and implementing and advanced image Management system (DIS).

Project Details: Yeti is a brand that deals in giving world-class hard coolers and soft coolers as well as coffee mugs, tumblers with customized printing features on that. The project is to provide support for its existing Yeti US B2C e-commerce site and development of Yeti Canada B2C Development.

Project Title: Lululemon B2C Development.

Client: Lululemon & Co. (<https://www.lululemon.co.jp/>)
Technology: Salesforce Commerce Cloud (**Based on SFRA Framework**)
Duration: November 2018 – January 2019
Role: SFCC Developer
Software Tools: Eclipse, GitHub, Fork, JIRA, Confluence Jenkins.

Role Description:

- Implemented Store Locator Module with google Maps API in SFRA.
- Implemented Address Autocomplete functionality by using the google Geocode APIs and integrated the same for the Lululemon e-commerce storefront using SFRA Architecture.
- Delivered the required Contents configurations and implemented the new Content solutions as requested by the client.
- Implemented required form Validations.

Project Details:

Lululemon & Co. is a privately-owned American clothing company known worldwide for its athletic wear including tops, pants, shirts, sweaters, jackets and undergarments, as well as hair accessories, bags, yoga mats and water bottles. Lululemon is a globally recognized brand. The purpose of this project is to develop a multi-locale e-commerce site for the Japanese market of Lululemon.

Project Title: RetailME Connected Store IOS App.

Client: Deloitte Internal
Technology: Salesforce Commerce Cloud (**Based on SGJC Framework**)
Duration: August 2018 – October 2018
Role: SFCC Developer
Software Tools: Eclipse, GitHub, Fork, Thingworx, Postman, Jenkins.

Role Description:

- Implemented the required OCAPI calls for the Connected IOS App.
- Delivered solutions for Advanced connected store applications and provided support for the live demo of the connected store application with clients like Google, Apple, Sony etc.
- Implemented Cart Abandonment Solution Kit provided by Salesforce in commerce cloud (SFCC) and thus provided the flexibility to Marketing Cloud to keep track of the real-time Abandon Cart Data.
- Integrated the Salesforce Commerce Cloud (SFCC) with Salesforce Service Cloud (SFSC)

Project Details:

RetailME is a Multisystem integration project which includes IoT, SFCC (OCAPI), SFMC, and IOS App. Retail Me is a Salesforce-powered digital ‘mobile-first’ commerce solution that provides consumers with immersive & personalized in-store shopping experiences while helping improve in-store associate productivity and operations.

Project Title: Levi's Multi Country B2C Development.

Client: Levi Strauss & Co. (<https://www.levi.com.au/>, <https://www.levi.jp/>)
Technology: Salesforce Commerce Cloud (**Based on SGJC Framework**)
Duration: Feb 2017 – June 2018
Role: SFCC Developer
Software Tools: Eclipse, Tortoise SVN, Jenkins.

Role Description:

- Implemented Cart, My Account, PDP, PLP, Store-Locator
- Implemented the MCC (Marketing Cloud Connector) 3rd party integration for exporting feeds (catalog, content, order and newsletter) and sending emails.
- Implemented the Ayden Payment Integration.
- Implemented the 3rd party integration for Address lookup (Australia) using Australia Post APIs.
- Implemented the jobs for assigning lot numbers, pricing (price book generation) and the job to assign the images to variation group products.
- Implemented the Delhivery Service integration for Delivery/COD.
- Implemented the **Adobe Analytics Omniture Tagging** for all the countries' rollout.
- Implementing the Theoria integration for customer Loyalty points.
- Implemented the Job Schedule to notify the customers who haven't visited the site or purchased anything for a very long time.

Project Details:

Levi Strauss & Co. is a privately-owned American clothing company known worldwide for its Levi's brand of denim jeans. Levi's is a globally recognized brand. The purpose of this project is to develop individual independent B2C E-Commerce storefronts to cover the Korean, Japanese, Indian and Australian markets of Levi's.

Project Title: Amex Express Checkout.

Client: American Express
Technology: Salesforce Commerce Cloud (**Based on SGJC and Pipelines Framework**)
Duration: November 2016 – March 2017
Role: SFCC Developer
Software Tools: Eclipse, Source Tree, GitHub.

Role Description:

- To write the equivalent code of pipelines in controllers to make it compatible to be used either by controller-based storefront or pipeline based.
- Implemented the Amex Express Checkout cartridge using the controller's framework.
- Transformed Amex Express Checkout using two service Implementations as earlier it was implemented with one Guest Access service only.

Project Details:

Amex Express Checkout is a secure, easy-to-use service 3rd party integration from American Express that simplifies the checkout experience for merchants and their customers without an account. With the Amex Express Checkout, American Express Card Members can authenticate during the merchant checkout experience with their existing Americanexpress.com credentials.

Project Title: Sally Mexico B2C Development.

Client: Sally (<https://www.sallymexico.com/>)
Technology: Salesforce Commerce Cloud (**Based on Pipelines Framework**)
Duration: February 2016 – September 2016
Role: SFCC Developer
Software Tools: Eclipse, Tortoise SVN, Jenkins.

Role Description:

- My Account module.
- Order History and confirmation template changes.
- Creation of homepage content slots and assets.
- Coded the workflow to send the email for shipping status change.
- Apart from modules, created TDDs, FSDs, and other related documents.

Project Details:

Sally Beauty is one of the world's largest retailers of professional beauty supplies in the US and Mexico. The purpose of the projects was to develop and design their E-commerce Marketing site for existing Markets in Mexico.

EDUCATION

Academic Year	Educational Degree	Institution	Academic Scores
2010-2014	B-TECH Computer Science and Engineering	Amity School of Engineering and Technology, New Delhi (GGSIPU)	73.69%
2008-2009	Class 12 th CBSE	GOVT BOYS SR SEC SCHOOL NO.3 PALAM ENCLAVE N.D.-45	69.4%
2006-2007	Class 10 th CBSE	GOVT BOYS SR SEC SCHOOL NO.3 PALAM ENCLAVE N.D.-45	70.8%

CERTIFICATION/TRANINGS

- Received 'Extra Mile Award' for the Q1-2022-23 quarter at Dentsu World Services.
- Received 'Proactive Award' for the Q1-2021-22 quarter at Dentsu World Services.
- Received 'Applause Award' for the Q2-2019-20 quarter at Deloitte.
- Received 'Spot Award' for the Q4-2018-19 quarter at Deloitte.
- Received 'Insta Award' for the Q4-2016-17 quarter in Infosys.
- Awarded Oracle Certified Certificate in Java Course by NIIT (2012).
- Awarded Excellence certificate for Minor/Major Project by GGSIPU.