

# Keerthana T

## *Salesforce Commerce Cloud Developer*

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### CAREER OBJECTIVE:

Dynamic Salesforce Commerce Cloud Developer with 4+ years of expertise in **B2C e-commerce solutions, SFRA architecture**, and Lightning Web Components (LWC) and automation tools. Seeking to leverage my technical acumen, innovative solutions, and leadership skills to enhance user engagement and operational efficiency.

### PROFESSIONAL SUMMARY:

- Over **4 years of experience** in Salesforce Commerce Cloud (SFCC), specializing in SFRA architecture, Business Manager configurations, and Job and Service frameworks.
- Skilled in developing **modern, responsive applications** using Lightning Web Components (LWC) with seamless Salesforce integration.
- Extensive expertise in **resolving high-priority incidents (P1/P2)**, proactive system monitoring, and enhancing e-commerce platform stability.
- Successfully **resolved 500+ stuck orders monthly**, reducing order processing delays by **15%-20%** and significantly improving customer satisfaction.
- Effectively **managed and resolved 50+ P1/P2 incidents annually**, enhancing system stability and uptime by **25%-30%**.
- Addressed **200+ CSR issues annually**, streamlining customer support workflows and boosting resolution efficiency by **20%-25%**.
- Extensive experience in Salesforce Marketing Cloud tools, including **Journey Builder, Automation Studio, and Email Studio**, for creating seamless marketing workflows.
- Recognized for **team leadership and mentoring**, driving quality compliance through innovative solutions and comprehensive documentation practices.

### SKILL SET:

- Salesforce Technologies: **Salesforce Commerce Cloud (B2C Demandware), Lightning Web Components (LWC), Salesforce APIs, Salesforce Marketing Cloud (Journey Builder, Automation Studio, Email Studio)**
- Programming Languages: **JavaScript (ES6+), HTML5, CSS3, AJAX, APEX**
- Tools & Platforms: **VSCode, JIRA, Confluence**
- Certifications: **Salesforce Certified AI Associate**
- Methodologies: **Agile Development, REST/SOAP APIs**
- Courses:
  - The Ultimate Hands-On Lightning Web Component Development.
  - Zero to Hero in Lightning Web Components.
  - Salesforce Lightning Web Component with Live Project.
  - Acquired expertise in LWC through hands-on projects, focusing on UI customization, reusable components, and seamless Salesforce data integration.

### PROFESSIONAL EXPERIENCE:

#### **Salesforce Commerce Cloud Developer | Cognizant Technology Solutions Private Limited | September 2022 – 2024**

- Lead the team responsible for SFRA Demandware Business Manager Configurations (Off-shore Lead), improving site performance and operational workflows.
- Acknowledged as an **"Asset for the Team"** for contributions to operational excellence.
- Managed high-priority production incidents (P1/P2), performing detailed root cause analysis and minimizing downtime.

- Focused on integrating Salesforce APIs with custom components and third party to extend platform functionality.
- Spearheaded initiatives integrating Salesforce Marketing Cloud, leveraging tools like Journey Builder, Automation Studio, and Email Studio to design and deploy targeted marketing workflows.
- Enhanced cross-channel customer engagement by automating email campaigns and journey flows, achieving a 20% increase in click-through rates (CTR).
- **Lightning Web Components (LWC) Implementation:** Began implementing LWC in ongoing projects, significantly enhancing performance and interactivity. Key highlights include:
  - **D2C OMS Store:** Spearheaded the development of a store in Direct-to-Consumer Order Management System (OMS) utilizing LWC for streamlined order processing and seamless user experiences.
- Trained team members on best practices for Salesforce development, emphasizing coding standards, scalability, and performance optimization.

#### **Salesforce Commerce Cloud Developer | Cognizant Technology Solutions Private Limited | September 2021 – 2022**

- Appreciated as **"Innovative Developer"** and **"Team Player"**.
- Designed and implemented reusable frameworks for order flow management, leveraging advanced techniques such as reconciliation and watermarking.
- Enhanced customer satisfaction through exceptional customer service, ensuring high-quality support and solutions delivery.
- Managed email suppressions to ensure compliance and optimize email campaign targeting.
- Gained hands-on experience with the OneTrust platform, contributing to compliance management and privacy operations.
- Initiated internal learning sessions on LWC fundamentals, preparing the team for advanced LWC-based projects.

#### **Programmer Analyst Trainee | Cognizant Technology Solutions Private Limited | September 2020 – 2021**

- Worked on Demandware Business Manager Configurations.
- Handled customer concerns and escalated major issues to supervisor.
- Picked up additional tasks like monitoring and requirement analysis to aid team success.

#### **Additional Lightning Web Components Projects:**

**BMI Calculator App:** Created a user-friendly application to calculate BMI based on input values using LWC.

**Alarm Clock App:** Developed a custom alarm clock interface with dynamic time setting functionality.

**Currency Converter App:** Built a real-time currency converter leveraging Salesforce APIs and LWC.

**Weather App:** Integrated external APIs to display current weather conditions in a responsive LWC interface.

**Employee Survey App:** Designed a survey platform with robust analytics capabilities to gather employee feedback.

**Note-Taking App:** Implemented a modern note-taking app with search and categorization features using LWC.

**Personal Portfolio:** Created a portfolio showcasing dynamic components and seamless Salesforce data integration.

**Customer Engagement Dashboard:** Developed a dynamic dashboard for real-time customer data visualization, improving business insights and user engagement.

#### **ACADEMIC PROFILE:**

**M.Tech in Data and Computational Sciences** | Indian Institute of Technology (IIT), Jodhpur | 2021 – 2023

**M.B.A in Operations Management** | NMIMS, Distance Education | 2021 – 2023

**B.Tech in Electronics and Communication Engineering** | Kalasalingam Academy of Research and Education | 2016 – 2020

#### **STRENGTHS:**

Adaptability | Analytical | Communicative | Collaborative | Quality-focused | Amicable