CALEB ANDERSON

[caleb.mckay.a@gmail.com](mailto:caleb.mckay.a@gmail.com) | 801.663.9323 | North Salt Lake, UT 85054

**Summary**

Talented Certified Salesforce Commerce Cloud Developer with about 6 total years of professional development experience, 2 of them being focused on SFCC/SFRA, and a passion for reusable code, scalable design, and problem solving. Works great with team members under established work methodologies like Agile, Scrum, and Kanban. Keeps the end user’s experience top of mind in every development activity.

**Skills**

* Custom SFCC Controllers, Objects & Jobs
* Page Designer, including PDP and PLP
* HTML, CSS, SASS/LESS, Bootstrap, Git, GitHub, Atlassian Ecosystem (BitBucket, Jira, Confluence, etc.), REST APIs
* JS, jQuery, Node.js, Express, React, Redux, JSON, XML, ES6 modular development, PHP, SFCC/SFRA/SFSC, JAVA, Apex, SQL, NoSQL, MongoDB
* Debugging - efficient in both VS Code's Debugger & Browser's Dev Tools
* Easily able to adapt to or adopt any Agile/Scrum methodoligies
* Accessibility and ADA compliance
* Analytical thinking and problem solving
* Very eager to learn new technologies
* Strong collaboration and communication skills
* Intrinsic and Self Motivator
* Site Localization

**Experience**

Groupe Dynamite Inc. | (Remote) Montreal, CA

**Junior Salesforce Commerce Cloud Developer**

01/2023 - Present

* Working cross-team and with 3rd party vendors, created a fully functioning loyalty program utilizing Salesforce Loyalty Management System inside of Salesforce Service Cloud that integrates with Salesforce Commerce Cloud to give the User a great Loyalty Experience.
* Collaborated with the Dev and Design teams to rebuild the Login & Account Creation flow utilizing React with Redux and SFRA.
* Built a reusable React modal component that can be used anywhere on the site and allows for a number of uses, including but not limited to, the Login & Account Creation flow that will redirect the user back to the current page, getting them back into the shopping flow quickly. (Click the user icon in top right of any page to see modal)
* Created a Spike to explain how to set up a Salesforce Loyalty Program in SFSC (Salesforce Sales Cloud) and how to retrieve data using REST API endpoints.
* Created a Postman collection to quickly gather data on Loyalty programs, which uses a OAuth 2.0 authentication to collect an access or bearer token to connect to the correct program for information gathering using REST API endpoints.
* Utilizing Apex and some VS Code plugins, connected to and started making updates to Salesforce Service Cloud’s Loyalty program (SFLM), opening up our options for maintaining and updating SFSC which will then communicate with SFCC.
* Utilizing Commerce Cloud Business Manager, was able to create a job that exported a list of class, subclass, and department key/value pairs which was uploaded to MongoDB for a few other platforms to use, the main one being to update our email client with each product and it’s class, subclass, and department for our merchants to create customized and personal emails.

Cricut | (Hybrid) South Jordan, UT

**Junior Salesforce Commerce Cloud Developer**

12/2021 - 09/2022

* Built Page Designer components while collaborating with the Design & Merchant teams to incorporate new features and improved experience.
* Built robust, reusable, and ADA-compliant components that met creative and business requirements, including localization.
* Rebuilt the Quantity Stepper from a dropdown to an input with plus/minus buttons that supported a number of business requirements, including but not limited to: keyboard and accessibility, available stock including the number left if under a threshold defined in Business Manager, restrict number of items to purchase including those already in cart (also defined in Business Manager), and would display an error message anytime the parameters were exceeded. (can be seen on any PDP page)
* Utilizing Business Manager, Custom Jobs and Objects, built the Back In Stock Notifications that would add the user and product to a custom object for a custom job to loop through once a day and check if products were back in stock and if so, would add the user and details to our email client to be notified.
* Utilizing Business Manager and Content Assets, built a Size Comparison Chart modal that would pull in any Content Asset to display to the user.
* Redesigned and updated PDP elements, including but not limited to: Quantity Selector; Back In Stock Notifications; Add to Cart; Save for Later; Product Share Dropdown; and a size comparison chart modal that utilizes content assets.
* Assisted in implementing a new payment processor, Affirm.
* Assessed code during code reviews to determine potential glitches and bugs.
* Reviewed project requirements to align with merchandisers to stay within resource constraints (AGILE).
* Updated PDPs to be controlled through Page Designer to give Merchandiser's full control.
* Assisted in migrating the Magento site over to Salesforce and componentizing our existing design system into Page Designer.
* Assisted in localizing Page Designer components for Merchandisers/Content Managers to manage each individual storefront/language.

Cricut | South Jordan, UT

**Front End Web Engineer**

09/2018 - 12/2021

* Built a JavaScript-based micro-app that would provide the best step-by-step instructions in a user-friendly manner according to user inputs, the Cricut Heat Guide (<https://cricut.com/en-us/heatguide>).
* Site-wide redesign, including enhanced navigation, to support the launch of three major products and new branding updates.
* Built a custom mobile and responsive carousel from scratch using JS & CSS to achieve a smooth user experience that included touch to scroll for mobile devices and an unlimited scrolling feature.
* Improved and designed new web layouts to achieve usability and performance objectives.
* Utilizing a REST API, build a UX friendly accordion that showcases all the open positions and in their respective departments (<https://cricut.com/en-us/careers>).
* Assisted in combining the Drupal-based marketing site with the Magento-based ecommerce storefront to improve the user’s experience and increase conversion.
* Assisted in localizing the entire marketing site for our Worldwide audiences.

**Education, Training, and Certifications**

* Salt Lake Community College (GPA 3.8) | 08/2015 - 05/2017
* **Web Development Certification** | 05/2017
* **Mobile Development Certification** | 05/2017
* Salesforce Official Certification
* **Salesforce Certified B2C Commerce Developer** | 03/2023
* <https://trailblazer.me/id/thecalebanderson>
* Trailhead by Salesforce Official Online Training Courses
* **Manage and Merchandise a B2C Commerce Cloud Store - Extended** | 03/2023
* **B2C Commerce Developer With SFRA (CCD-102)** | 12/2022
* LinkedIn Learning Center
* **Become a Web Developer (Path)** | 07/2022
* <https://www.linkedin.com/learning/certificates/aeccc86e12310b9a7f7660aeb88acacdbe423f803e46c7234e65a5ee40463146?trk=backfilled_certificate>
* **Become a Full-Stack Web Developer (Path)** | 10/2022
* <https://www.linkedin.com/learning/certificates/11548fc8cd121846c232d321d72b1433d09addb8989cd6301390ca5e1ccd7473>