

Sumit Jangid

Salesforce Certified B2C Commerce Cloud Technical Lead

Jaipur, India

📞 +91-9950794448 | ✉ s.jangir129@gmail.com |

🔗 LinkedIn: <https://www.linkedin.com/in/sumit-jangid/>

🔗 Portfolio: <https://www.sumitworkfolio.in/>

Certifications

- Salesforce Certified B2C Commerce Architect
- Salesforce Certified B2C Commerce Digital Developer
- Salesforce Certified Agentforce Specialist
- Udemy Certification – Modern React with Redux

Professional Summary

Salesforce Certified B2C Technical architect (Technical Lead) with 9+ years of expertise in Salesforce Commerce Cloud (SFCC) delivering scalable, high-performing, and customer-centric eCommerce solutions. Proven track record in SFRA, SGJC, Headless Commerce (PWA Kit, Next.js, Nest.js, Commerce SDK), and SCAPI/OCAPI integrations. Adept at leading global teams, optimizing storefronts, and integrating enterprise-grade solutions with measurable business impact. Passionate about building mobile-first, SEO-friendly, and future-ready digital commerce experiences.

Core Skills

- Salesforce B2C Commerce Cloud: SFRA, SGJC, Foundational Knowledge in Headless (PWA Kit, Next.js, Nest.js)
- Integrations: SCAPI/OCAPI, SLAS, Payment Gateways (PayPal, Affirm, Cybersource), Loyalty/Rewards, OMS, Analytics
- Frontend & Backend: JavaScript (ES6+), React.js, HTML, CSS, jQuery, AJAX
- Cloud & DevOps: GitHub, Bitbucket, CI/CD, SEO Optimization
- Other Tech: Next.js, Nest.js, REST APIs, Performance Tuning

Professional Experience

Salesforce B2C Commerce Cloud Lead | Merkle

2021 – Present

Key Implementations:

- Foundational knowledge and hands-on in Headless Checkout (Next.js, Nest.js, Commerce SDK)
- Spearheaded multi-site rollout (AO Smith, State, Reliance, American, Lochinvar) with optimized performance and seamless integrations.
- Designed & delivered custom Page Designer components and SFRA enhancements (BOPIS, cart/checkout flows, product compare, wishlist, multi-shipments).
- Integrated 10+ third-party services including PayPal, Loyalty Club, Affirm, TrueFit, Kobie Rewards, SVS Gift Cards, CyberSource.
- Drove SEO optimization & performance best practices, increasing organic traffic and site speed metrics.
- Mentored team members, managed CI/CD pipelines, and streamlined release strategies.

Key third-party Integrations:

- PayPal, Loyalty Club, Affirm, TrueFit, XCC Promotions, Kobie Rewards, SVS Gift Cards
- Bazaarvoice ratings/reviews, Product/Commercial Selector Tools, GTM and ReCAPTCHA, Custom feeds, CyberSource

Associate Technology L1 | Publicis Sapient

2019 – 2021

Key Implementations:

- Migrated SGJC-based sites to SFRA, reducing technical debt and improving site maintainability.
- Delivered multi-brand extensibility for L'Oréal, enabling faster rollouts across geographies.
- Led frontend performance optimization using AJAX-based interactions, reducing page reloads and improving user engagement.
- Integrated SAP Order Management, Vertex, AfterPay, Bazaarvoice, ensuring smooth enterprise operations.

- Conducted team training sessions on SFRA best practices, boosting delivery efficiency.

Key third-party Integrations:

- AfterPay, Livescale with OCAPI, Page Designer, Vertex
- Bazaarvoice ratings/reviews, GTM and ReCAPTCHA, Perimeter X, SAP Order Management

Salesforce Commerce Cloud Developer | PFSWeb

2016 – 2019

Key Implementations:

- Delivered multiple SFCC implementations and managed services projects, ensuring stability and scalability.
- Implemented key third-party integrations (PayPal, Cybersource, Avatax, Bazaarvoice, OMS), enhancing customer experience and compliance.
- Improved site performance & stability by resolving critical production issues and driving enhancements.

Key third-party Integrations:

- PayPal, Cybersource, Avatax, Bazaarvoice ratings/reviews, GTM and ReCAPTCHA, OMS

Education

MCA – Master of Computer Applications | Apex Institute of Management & Science, Jaipur
| 2016

BCA – Bachelor of Computer Applications | Seth Gyaniram Bansidhar Podar College, Nawalgarh
| 2011