Sumit Jangid

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# 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