# Sumit Jangid

Salesforce Certified B2C Commerce Cloud Technical Lead  
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## Certifications

• Salesforce Certified B2C Commerce Architect   
• Salesforce Certified B2C Commerce Digital Developer  
• Udemy Certification – Modern React with Redux

## Professional Summary

Results-driven Salesforce B2C Commerce Cloud Technical Lead with 9+ years of experience designing and implementing scalable, high-performing eCommerce solutions. Proven expertise in Salesforce Commerce Cloud (SFCC), SGJC, and SFRA architectures, with a solid foundation in Modern JavaScript. Adept at leading teams, optimizing storefront performance, and integrating third-party services to enhance customer experiences. Passionate about delivering highly responsive, SEO-friendly, and mobile-first commerce solutions.

## Key Skills

• Salesforce B2C Commerce (SGJC, SFRA, PWA)  
• Salesforce CRM & Business Manager  
• JavaScript (ES6+), React.js  
• REST APIs & SCAPI/OCAPI Integrations & SLAS  
• Headless Commerce Architecture  
• Bitbucket, GitHub, CI/CD  
• HTML, CSS, jQuery, AJAX  
• SEO & Performance Optimization  
• Nest JS, Next.js

## Professional Experience

### Salesforce B2C Commerce Cloud Lead | Merkle

2021 – Present

## Key Implementations

• New checkout implementation in Headless commerce in Next JS, Nest JS, Commerce-SDK, SCAPI system/custom calls in the project were handled multiple implementation of the site to manage the checkout process.

• Spearheaded critical SFCC implementations for Ascena (lane Bryant) & AO Smith projects with multiple sites under hotwater as follows: Hotwater, State, Reliance, American, AO Smith Corp, and Lochinvar, ensuring seamless execution and optimized performance.

• Architected and implemented Page Designer components, multiple customizations on the OOTB SFRA architecture like product detail & listing page, checkout & cart enhancements, BOPIS functionalities, single/multi shipments, custom shipping methods rules, adobe analytics, Customer journey, Wishlist, product compare, and the improvement of overall site usability.

• Designed multiple SFRA-based websites, leveraging MVC architecture, extensibility features, and mobile-first strategies for optimal performance.

• Developed custom JavaScript solutions for AJAX-based storefront functionalities, ensuring smooth UI interactions without page reloads.

• Led SEO best practices implementation, boosting site traffic and improving brand visibility.

• Managed branching strategies and build activities, ensuring smooth project execution and team collaboration.

## Key third-party Integrations

• PayPal  
• Loyalty Club and Perks membership rewards  
• Affirm  
• Payment Tech  
• Route Protection  
• Affirm   
• Truefit Size selections for PDP  
• XCC Promotions  
• Kobie Rewards  
• SVS Gift Cards  
• Bazaarvoice ratings/reviews  
• Product/Commercial Selector Tools / Product Cross Reference / Rep Locator Custom APIs  
• GTM and ReCAPTCHA  
• Custom feeds  
• CyberSource and so on

### Associate Technology L1 | Publicis Sapient

2019 – 2021

## Key Implementations

• Managed dedicated support for L'Oréal, handling major issue resolution and enhancement requests.

• Migrated SGJC-based sites to SFRA, utilizing MVC patterns for optimized performance.

• Developed AJAX-based frontend interactions, improving user experience by eliminating unnecessary page reloads.

• Trained and mentored teams on Storefront Reference Architecture (SFRA) to streamline implementation.

• Provided multi-brand styling solutions, ensuring extensibility across multiple storefronts.

## Key third-party Integrations

• After Pay  
• Livescale with OCAPI  
• Page Designer  
• Vertex  
• Bazaarvoice ratings/reviews  
• GTM and ReCAPTCHA  
• PerimeterX  
• SAP Order Management and so on

### Salesforce Commerce Cloud Developer | PFSWeb

2016 – 2019

## Key Implementations

• Delivered multiple SFCC implementations and managed services projects, ensuring robust and scalable solutions.

• Troubleshot major platform issues and implemented enhancement requests, improving site performance and stability.

• Led feature adoption and optimization efforts, driving operational excellence and customer satisfaction.

## Key third-party Integrations

• PayPal  
• Cybersource  
• Avatax  
• Bazaarvoice ratings/reviews  
• GTM and ReCAPTCHA  
• OMS and so on

## Education

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

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