Surendra Kumar

✉ TheSurendra2.0@gmail.com ▮ +91-7007496181 in linkedin.com/in/surendra1312
🌐 www.SurendraKumar.com ⌨ github.com/Surendra-ji

SKILLS

- **Technical Skills:** Java, ReactJS, HTML5, Rhino JS, ISML, SFRA
- **Tools:** Git, GitHub, Bitbucket, Jira, Postman
- **Database:** MySQL, MongoDB
- **Cloud:** Salesforce Commerce Cloud, Salesforce Marketing Cloud, Aws (Bedrock, Sagemaker)
- **Testing & QA:** Unit Testing, API Testing

EXPERIENCE

Merkle, A Dentsu Company - Gurugram   **Jan 2022 - present**

Associate Developer

- Orchestrated the successful completion of **three projects**, showcasing adept project management skills and consistently delivering top-tier work within specified timelines.
- Expanded expertise significantly, contributing not only to technical skills but also honed communication within teams, fostered a collaborative spirit, and developed effective **client facing** abilities.
- Worked on multiple **reusable components** and **Business Manager extensions**, including bulk product attribute updates for site-specific and locale-specific needs and campaigns and promotions.
- Worked with **AWS Gen AI** to create chatbots and also developed a tool "**Automating Product Categorization (APC)**".
- Developed reusable components like **Search by Voice using Azure AI**, **Drag and Drop Product Checkout Journey** and **Product customization page** contributing to a 10% increase in company growth.

PROJECTS

Build-a-Bear (US and UK) ↗

- Initiated a project from scratch, gaining 100% new experience tackling challenges.
- I've completed **22%** of the total backend tasks with a team of 12 developers.
- Developed **60%** of the website's critical components, including the **header**, **PLP**, various **PDPs**, **checkout**, and **payment journey**.
- Customized OOB plugin **In-Store cartridge** and integrated **Ship-from-store** functionalities, that increase sales by **30%**.
- Successfully integrated **third-party** systems like **Adyen, Signifyd, Deck OMS, Google reCAPTCHA**, and others, optimizing payment processing, fraud detection, and checkout activity.
- Customized the **Adyen payment** method from the backend as per project need, improving the payment process by **50%**.
- Implemented intricate features including **Audio playback**, **Gift message handling** on PDP, and **Loyalty program**.

GFore (US and UK) & Peter Millar ↗

- Resolved **50+ bugs** and issues related to **PDP**, **checkout processes**, and **menu-bars**, to improve website functionality.
- Worked on UAT issues related to PDP, checkout, and cart page for US and UK websites.

Build-a-Bear (US and UK Site genesis)

- I have delivered **80%** backend work with a team of 5 members.
- Worked on payment gateways like **PayPal, Credit card, Klarna**, and **Apple Pay** to facilitate seamless transactions.
- Integrated **Signifyd** to strengthen fraud detection and improved checkout efficiency with **backend address validation**, ensuring transaction security.

EDUCATION

Master of Computer Application   **July 2019 - June 2022**

B.H.U, Varanasi (8.2 CGPA)

ACHIEVEMENTS

- Winner of the AWS & Gen AI hackathon for **CXM Master Award** (2024) @Dentsu Global.
- Inspire Change Award for **High-Impact** Q1 2023 @Dentsu Global.
- Salesforce certified B2C commerce developer.