Ananya Santra

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Technical Skills

- **Technologies:** Salesforce Commerce Cloud (SFCC formerly Demandware), SFRA, Controller, Demandware scripts, ISML, OCAPI, Salesforce Commerce API (SCAPI), JavaScript, NodeJs, jQuery, Ajax, XML, JSON, HTML, CSS, Bootstrap CSS, REST API, ReactJs, ExpressJS
- **Tools:** webpack, gulp, git, eclipse, VScode with prophet debugger, UX Studio, Vite, Git Copilot
- **Unit Test Tools:** mocha, sinon, chai

Professional Summary

- Have 8 years of experience in e-Commerce platform Salesforce Commerce Cloud (SFCC formerly Demandware) as full stack developer in implementing, maintaining, and customizing end-to-end applications and SFCC Link Cartridges.
- Have strong understanding of SFCC B2C functional and technical concepts and hands on experience with SiteGenesis, Storefront Reference Architecture (SFRA) and Link Cartridge implementation.
- Involved in customization on top of SiteGenesis and SFRA architecture.
- Have good knowledge of Business Manager Modules, OCAPI (Open Commerce API) and Salesforce Commerce Cloud APIs (SCAPI)
- Expert in REST APIs, Service Frameworks (Web service Handling), Integration Frameworks (Job Handling).
- Implemented and integrated third-party backend integrations like payment cartridges, Import/Export cartridges.
- Have good knowledge of checkout process as I implemented new payment cartridges.
- Expert in developing end-to-end eCommerce applications by using JS Controller (server-side JavaScript), Demandware scripts (DW scripts), ISML.
- Expert in creating new and extending existing JS controllers, scripts, models, ISML templates, client-side javascript in SFRA.
- Expert in Business Manager configuration, creation of Site Preferences, custom attributes, custom object, Content Assets, Content slots, Promotions, Product, Catalog, Search indexes, Jobs Schedules, and Importing & Exporting.
- Good in debugging and problem-solving with excellent understanding of system development methodologies, techniques, and tools.
- Worked in agile team and followed scrum methodology for delivery.
- Have basic knowledge in headless commerce. Experimenting with PWA kit.
- Worked with React JS components, hooks, forms, events, props, and libs like react-router, formik.

Professional Experience

Senior Software Developer **Eplumbers** **Canada, Remote** **01/2024-Present**
- Implemented a SFCC link cartridge using SFRA architecture to implement affiliate link functionality. The affiliate links are created from iOS and Android native mobile app and consumed in multiple SFCC ecommerce sites.
- Integrated Omnichannel Inventory (OCI) integration with B2C Commerce.
- Implementing middleware to transfer data between shop systems using JavaScript, ReactJS, CSS.
- Created infrastructure in AWS using EC2 instance, CloudFront. Deployed code to EC2 instance.

Team Lead **Commercemuse India Division, Ideatarmac UG** **Canada, Remote** **07/2022-11/2023**

- Contributed to development work, code reviews and mentored junior developers, fostering a collaborative and knowledge-sharing environment within the development team.
- Conducted regular code refactoring and optimization to improve application performance and maintainability.
- Did POCs during presales for feasibility study.
- Actively participated in sprint planning and daily stand-up meetings, contributing insights and expertise to achieve project milestones.
- Attended client requirement meeting and clarified requirements from technical point of view.
- Gathered business requirements and API details and converted them into technical solutions.
- Gave effort estimation for the technical solution to client account managers.
- Created custom OCAPI endpoint and custom Salesforce Commerce Cloud APIs (SCAPI) endpoints and integrated.
- Have experience in creating pages and component types of Page Designer. Exported, and imported pages and component data of page designers.

Senior Salesforce Commerce Cloud Developer **Commercemuse India Division, Ideatarmac UG** **India** **06/2019-06/2022**

- Successfully completed **Bolt One-Click Checkout Cartridge**, **Optty BNPL Integrations Cartridge**, meeting project deadlines and exceeding client expectations.

- Updated payment transaction status of order.
- Implemented Capture, refund, void transaction in Business Manager custom module.
- Implemented Optty BNPL Integrations cartridge for multiple countries like United States, Australia, United Kingdom.
- Performed manual testing, identify, and resolve bugs, and ensure high-quality deliverables.
- Implemented custom hook to calculate shipping cost and tax.
- Implemented Gift Certificate feature in SFRA from scratch.
- Converted XML data into JSON object.

Salesforce Commerce Cloud Developer **Commercemuse India Division, Ideatarmac UG** **India** **01/2018-05/2019**

- Played key role to migrate **Safecharge** payment SFCC link cartridges from SiteGenesis architecture to Storefront Reference Architecture (SFRA).
- Led end-to-end development and customization of Salesforce B2C Commerce Cloud solutions, delivering innovative and user-friendly e-commerce experiences.
- Collaborated with client, Sr. e-commerce Architect to ensure seamless implementation of complex web solutions into existing architecture.
- Developed custom cartridges, pipelines, and controller (server-side JavaScript) to enhance platform functionality and deliver tailored solutions to meet client needs.
- Integrated third-party APIs and implemented payment integration link cartridges from scratch.
- Created custom module in Business Manager.
- Responsible for Business Manager configuration.

Junior Demandware Developer **Commercemuse India Division, Ideatarmac UG** **India** **05/2017-12/2017**

- Utilized JavaScript, datatables, CSS, jQuery and ISML, Demandware script to create engaging user interfaces and improve overall page load time 50% and job execution time from 1 hr to 2 mins.
- Converted backend rendered table to ajax based table for huge data set to gain performance improvement.
- Used OCAPI to get content slots data and execute jobs.
- Leveraged build tools like Gulp to streamline development processes.
- Contributed to agile methodology adoption, enhancing project delivery efficiency.
- Used Demandware (SFCC) Sitegenesis architecture to implement import export functionality of products, catalogs, content assets, promotion, content slots.

Trainee Software Engineer **PFSweb Global Services Pvt. Ltd** **India** **02/2016-04/2017**

- Developed custom storefronts for **P&G, Anastasia Beverly Hills**, leveraging Demandware (SFCC) SiteGenesis architecture and Demandware scripting languages (ISML, DW Scripts, Pipeline, Controller).
- Implemented Anastasia Beverly Hills online site for US and UK.
- Tracked the JIRA tickets (Defects) and fixed them well within SLA.
- Analyzed the error blades and reduced their size by detecting the root cause.
- Responsible for Business Manager configuration. Created new content assets, custom attributes and site preferences.
- Integrated third-party Demandware (SFCC) link cartridges like Google Tag Manager, Windsor Circle and Predictive Intelligence.
- Collaborated with cross-functional teams including front-end developers, and QA team to gather requirements and ensure seamless implementation of features.
- Collaborated with the QA team to perform thorough testing, identify and resolve issues, and ensure high-quality deliverables.
- Involved in troubleshooting and resolve production issues.
- Actively participated in daily stand-up meetings, contributing insights and expertise to achieve project milestones.

Education_____

- Bachelor of Technology (B.Tech) in Information Technology, Institute of Engineering & Management (WBUT), India, 2011.

Certifications_____

- [Salesforce Certified B2C Commerce Developer](), issued in September 2020.

Languages Known_____

English, Bengali, Hindi

Date: 18-Sep-2024