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**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **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.

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| **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.

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| **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.

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| **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.

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| **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.

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| **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](https://www.salesforce.com/trailblazer/ananyasantra), issued in September 2020.

**Languages Known**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

English, Bengali, Hindi

Date: 18-Sep-2024