

Sandeep Kumar Chaudhary

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EXPERIENCE

Merkle, A Dentsu Company-Gurugram

Jan 2022 - present

SFCC Associate Developer (Aug 2022 - present)

- Engineered reusable components, notably a **One Page Checkout Cartridge**, to streamline the checkout process, empowering customers to input all required information on a single page for seamless one-click order placement.
- Implemented **lazy loading**, significantly boosting website performance and enhancing user experience by **30%**.
- Successfully executed three projects, showcasing adept project management skills and consistently meeting deadlines.
- Demonstrated exceptional teamwork, actively engaging with colleagues and contributing to the completion of **55%** of team tasks.

SFCC Trainee (Jan 2022 - July 2022)

- Designed a feature to export product IDs from a website categorized by each product's respective category in JSON format.
- Engineered a comprehensive **consent tracking system** to ensure compliance with privacy regulations, enabling users to manage their consent preferences across multiple platforms.
- Engineered reusable components such as **custom preferences of a site with ID, value and group name**, and **Local-specific Bulk Product Attribute BM extend**.
- Engaged as a shadow resource at **Roots** and **JSS (Johnnys Selected Seeds)**, contributing to team projects and initiatives.

PROJECTS

Build-a-Bear (US and UK) 🔗

- Initiated a project from scratch, gaining **100%** new experience in tackling challenges.
- Engineered **30%** of the project's critical integration, including the **CookieBot**, **Vertex**, **Queue.it** and **Signifyd**.
- Customized **OOB plugin In-Store cartridge** and integrated **Ship-from-store functionalities**, that increase sales by **30%**.

GFore (US and UK) & Peter Millar 🔗

- Resolved **45+ bugs** and issues related to **PDP**, **checkout processes**, and **menu-bars**, improving website functionality by **25%**.
- Managed UAT issues for US and UK websites, guaranteeing a seamless user experience devoid of errors.

Skills

- Technical Skills:** HTML5, CSS3, SASS (SCSS), JavaScript, Rhino JS, ReactJS, Redux Node JS, DSA, ISML, SFRA, Java, C, C++.
- Tools:** Git, GitHub, Bitbucket, JIRA
- Database:** MySQL, MongoDB
- Cloud:** Salesforce Commerce Cloud, Salesforce Marketing Cloud
- Testing & QA:** Unit Testing, Postman (API Testing), QTest(Writing Test Cases).

EDUCATION

Master of Computer Application

Jul 2019 - June 2022

B.H.U, Varanasi (7.6 CGPA)

Achievements

- Winner of the AWS & Gen AI Hackathon for CXM Master Award (2024) @Dentsu Global.
- High Climb Award Q4 2023 @Merkle
- Nominated at Infinity award at Merkle at 2022

Certifications

- Salesforce B2C Commerce Developer (Issued by Salesforce).