



Akash Khatana

SFCC Developer

Certified SFCC developer with 3+ years of experience having expertise in implementing end-to-end eCommerce architecture using Salesforce Commerce Cloud

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WORK EXPERIENCE

Associate Technology Publicis Sapient

04/2021 - Present

Gurugram / India

Achievements/Tasks

- Proficient in SFCC foundational concepts with knowledge of Storefront Reference Architecture (SFRA). Experience using SFRA Module, JS Controllers, Pipelines, ISML Templates, and real-time data exchange using Web services.
- Knowledge of third-party backend integrations like Payment service provider integration. Able to analyze, debug/troubleshoot, and resolve technical problems related to E-commerce and SFCC implementation.
- Good understanding of Business Manager configuration like SFCC product configuration including catalog, category, products, inventory and price, promotions, coupons, campaigns, Content Assets / Slots, services, and configuring jobs along with overall knowledge of Business Manager.
- exposure to features such as checkout page flow, customer account, shopping cart, PDP and PLP page flow, promotions, coupons, Gift certificates, Category and Product Level attribute-based customization, etc.
- Integrated reusable Demandware cartridges and developed custom ones, with expertise in SFCC environments (Sandbox, Development, Staging, Production). Experienced in full project lifecycle and proficient in OCAPI, SCAPI, REST, and SOAP APIs in Salesforce.

PROJECTS

L'Oréal E-commerce | Senior Developer - Demandware

- Implemented an SFMC Feature to handle payment status tasks using Payment Method, Order Number, and Payment Status, with SFMC sending customer notifications upon successful order completion.
- Developed a daily job for a "Daily Order Return Report," streamlining consistent reporting of order data across multiple brands in a single email to the client.
- Developed a custom SFRA Sample Request form with dynamic rendering, secure data storage, automated approval workflows, scheduled notifications, account creation for unregistered customers, and My Account enhancements
- Developed WhatsApp integration on the site with a direct link widget for improved customer support.
- Launched multiple sites, handling end-to-end site development and launch, created and maintained technical documentation, addressed critical production issues, presented features in sprint reviews, and sprint planning.
- Developed a daily job for a order status updates, streamlining the reporting of order data across multiple brands and sending it to clients in a single email.

PS Inner Source

- Design, Develop, Implement - Cartridge Path Comparison Utility
- Developed the "Cartridge Path Comparison Utility" to generate cartridge path discrepancies between different environments.

Disney, Developer Demandware

- Description:** Worked on the Mobile My Bag Redesign for shopdisney. The design is to really cleanup the overall bag design, which includes removing the product ID number.
- Roles and Responsibilities:** Created Product level custom attribute Extended the controller and modified isml to display that custom attribute Creating content slot for homepage

SKILLS

Salesforce Commerce Cloud (SFCC)/Demandware, JavaScript, NodeJS, Ajax, BITBUCKET, JIRA, Business Manager, Job Framework

ACHIEVEMENTS

L'Oréal CR Ninja -- 2023

Thriving Team -- 2022

CERTIFICATES

Salesforce B2C Commerce Developer

EDUCATION

B.Tech Computer Science | NIET Noida

INTERESTS

Reading, Fitness and Sports, Swimming, Cooking