Shankar S

Salesforce Developer, 10+ years experience
Dubai, India
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Salesforce Developer with 10+ years of experience delivering enterprise-grade Salesforce solutions, specializing in Salesforce Commerce Cloud (SFCC/Demandware) and Salesforce integrations. Strong hands-on expertise in designing and developing REST/SOAP APIs, OCAPI/SCAPI integrations, middleware-based and custom API workflows, and cross-system data synchronization using CDC and RDBMS-driven processes. Skilled in Salesforce configuration, customization, backend job development, headless implementations, and Business Manager Operations. Proficient in JavaScript, HTML, CSS, jQuery, Node.js, version control (Git/Bitbucket/SourceTree), and API testing with Postman. Adept at troubleshooting, optimizing system performance, and collaborating with architects and analysts to deliver scalable, secure, and maintainable Salesforce integration solutions

INDUSTRIES: Marketing, Software and Platforms, Ecommerce

TECHNICAL SKILLS

• Unit Testing	8 years
• Debugging and Problem solving	8 years
• SQL	8 years
• JavaScript	8 years
• Git	7 years
• Salesforce	6 years
• Lightning Web components LWC	5 years
• Jira	5 years
• Sales & Service Cloud	5 years
• Visual Force	4 years
• Field Service Lighting	4 years

SOFT SKILLS

Teamwork, Critical thinking, Communication

PROJECT DETAILS

- Global Fashion Retailer

Project Description: Led the end-to-end implementation of Salesforce Commerce Cloud (SFCC) for a global fashion retailer, enabling a personalized B2C eCommerce experience across North America and Europe. Built localized storefronts, integrated with Salesforce CRM and payment gateways, and optimized Business Manager configurations for seasonal promotions..

Responsibilities: Developed custom cartridges for catalog, checkout, and product detail pages using SFCC architecture. Integrated SFCC with third-party payment processors and Salesforce CRM using REST and OCAPI. Configured multi-currency, multi-locale storefronts and managed product promotions via Business Manager.Implemented server-side scriptsfor tax calculation and address validation. Developed unit and integration tests to ensure quality and reliability. Participated in daily agile ceremonies and managed deployments using Jenkins and Git.

Technologies: Salesforce Commerce Cloud (SFCC) , OCAPI, SCAPI, Server-side JavaScript, ISML Templates , Salesforce CRM (SFDC), Payment Gateway Integrations , Jenkins, Git, Postman, Jira , RESTful Web Services

Industry: Marketing

• Integration for Electronics Brand

Project Description: Delivered a headless commerce solution for a leading electronics brand using SCAPI and a React-based frontend. Separated the presentation and backend layers for high performance, scalability, and enhanced user experience.

Responsibilities: Designed SCAPI endpoints to support cart, product, and order operations. Built middleware services to route traffic securely between frontend and SFCC backend. Collaborated with frontend developers to align API contracts and business logic. Implemented caching strategiesto reduce response time for product data. Conducted API testing using Postman and automated test scripts. Managed deployments and branching strategy using GitHub and CI/CD tools.

Technologies: Salesforce Commerce Cloud (SCAPI, OCAPI), React.js (Frontend), Server-side JavaScript,REST APIs, GitHub, Postman

Industry: Software and Platforms

• Luxury Cosmetics Brand

Project Description: Enhanced an existing SFCC eCommerce site for a global luxury cosmetics brand to improve performance, SEO, and personalization. Focused on Business Manager enhancements, SEO-friendly URLs, and responsive page layouts.

Responsibilities: Refactored existing ISML templates to improve performance and SEO compliance. Enabled custom meta tags and structured data for product pages to improve search visibility. Personalized homepage and PDP content based on geolocation and customer behavior. Streamlined Business Manager configurationsfor campaign and promotion updates. Conducted A/B testing to validate UI/UX improvements. Managed source control and code reviews via Git and Jira

Technologies: Salesforce Commerce Cloud (SFCC) , ISML, JavaScript, SCAPI, Google Tag Manager, SEO tools , Git, Postman, Jira

Industry: Ecommerce

EDUCATION

• Masters degree in Masters of Technology from university 2013 - 2015

LANGUAGES

• English - native

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