

Certified SFCC B2C Developer

Certified B2C Salesforce Commerce Cloud Developer with over 3 years of experience in Salesforce Commerce Cloud using SFRA as the primary architecture. Expertise includes content assets, Einstein configuration, controllers, third-party services, jobs, content slots, architecture implementation, campaigns, and coupons.

Proven track record in team leadership and application performance optimization. Successfully contributed to one of the largest e-commerce sites in my country, as well as globally recognized e-commerce platforms.

My goal is to leverage my extensive knowledge and experience to drive e-commerce success and provide innovative solutions for clients and users.

LATEST EXPERIENCE

L'Oréal Americas, B2C eComm Lead (CDMX-Remote) — Dec 2023 - Present

- Manage the development of new sites for Canada & LATAM using the internal framework. .
- Team communication and process monitoring..
- Agile methodologies management.
- Led the implementation of new features for Canada & LATAM sites.

Tech Stack: Jira, SFRA, Confluence, Salesforce Commerce Cloud.

F5 Networks, Software Engineer II (Seattle-Remote) — Oct 2022 - Present

- Lead Developer for the DevCentral Community, a community-oriented to get help and support for F5 products and solutions.
- Design new functionalities and components for the community.
- In charge of a technology migration from Lithium Freemarker to React-GraphQL technologies.
- Rest API design for managing and implementing new services.
- Created a React Library for sharing React components across multiple F5 teams.
- Created an external CRM service for managing content for a "How Do I" functionality that is going to be used across many F5 teams.
- Developed and learned Lithium technologies such as LIQL v1 & v2, Freemarker, Khoros Community Platform, and Aurora Platform.
- Risk analysis and bug fixing.
- Team collaboration.
- Client negotiation and following through meetings, calls, and emails.
- Collaborated with cross-functional teams on UI/UX design projects.
- UI/UX monitoring and designing for DevCentral components.
- Third-party/external services implementation using API calls and LIQL calls.
- REST API and GraphQL API creation and management.
- AZURE resource configuration and management.
- DevOps management for improving development and deployment processes.

Tech Stack: Azure, Azure DevOps, Reactjs, GraphQL, SQL, Khoros Community Platform, Figma,

FreeMarker, JavaScript, TypeScript, SASS, CSS, Git.

Strategy & Technology Group, Salesforce Manager / Project Manager (Mexico City-Remote) — Apr 2023 - Aug 2023

- In charge of a salesforce team of 10 developers, including 3 technical leads, leading salesforce projects.
- Client negotiation to initiate and manage salesforce projects.
- Risk mitigation planning.
- Project planning.
- Salesforce architecture and project proposals.
- Timeline planning and timelines management.
- SCRUM and agile methodologies implementation and management.
- Suggested an internal application to manage time cards and PTO/Sick Day requests.
- Created the User Interface and a design system from scratch in Figma, always looking for simplicity and the best User Experience possible.
- Selected and interviewed people to assign to teams, team research, and team management.

- Managed and supervised 4 teams, of 10 talented professionals each, dividing them by areas like Frontend, Backend, QA, PMO, etc.
- Risk analysis and mitigation, achieving a 30% delay in just 5%, meaning a delay of 3 days in the deployment process and in the delivery / Go to Live date.
- Client negotiation and relationship building, being in contact all the time through calls, meetings, and emails. Keeping meticulous track of updates, risks, and news.
- Effectuated positive team-building activities and SCRUM ceremonies, to guarantee a better workflow and excellent communication within the whole project.
- Managed and supervised 4 teams, of 10 talented professionals each, dividing them by areas like Frontend, Backend, QA, PMO, etc.
- Risk analysis and mitigation, achieving a 30% delay in just 5%, meaning a delay of 3 days in the deployment process and in the delivery / Go to Live date.
- Software Architecture proposal using a microservices architecture, composed of a JavaScript-based stack with technologies like React, Supabase (SQL cloud DB) MongoDB, Redux, style modules, etc.
- Effectuated positive team-building activities and SCRUM ceremonies, to guarantee a better workflow and excellent communication within the whole project.
- DevOps management to improve development and deployment processes.

Tech Stack: ReactJS, Figma, MS 365, GraphQL, Git, Supabase, SQL, Jira, Notion, ClickUp, Slack.

NTT Data, Salesforce Commerce Cloud Developer (Mexico City-Remote) — *May 2022 - May 2023*

- Assigned to the Growth team, a team in charge of any development that interacts with the final user.
- Implemented a new Coupon System for the e-commerce site, ensuring a better interaction between the final user and the site, and managing campaigns more efficiently.
- Developed the entire redesign of the new header, horizontal, and hamburger menu, increasing user experience and reducing the amount of effort and clicks a user had to make to go to a certain part of the site.
- Modified the filter/sort functionality to add more functions and extend capabilities, increasing user experience and PLP management.
- Managed and created content assets and content slots, ensuring seamless content delivery and enabling efficient content management for the e-commerce site.
- Implemented Third-Party services using Commerce Cloud Web Services and Jobs, ensuring better performance and increasing the site's functionalities.
- Implemented metrics and performance monitor web pixels, so the team could always monitor the site and identify possible risks and opportunity areas.
- Jira tickets (user stories) creation and assigned them to the specific team, to manage epics and stories in the best way possible.
- Improved, created, and modified Commerce Cloud JS Controllers to optimize and enhance existing functionalities or create new ones, enhancing the platform capabilities and increasing performance.
- Bug fixing and site maintenance.
- Participated in the proposal for a new site for Palacio's Group, part of the salesforce architecture proposal and documentation.
- Documented design system and site's components to have a better understanding of each.
- Confluence documentation to keep track of any single change, bug, or implementation.
- DevOps management to improve development and deployment processes.

Tech Stack: Jira, Confluence, Figma, Salesforce Commerce Cloud, Git, JavaScript, SASS, ISML, jQuery, Jenkins,

OCAPI, SFRA.

The Functionary Mexico

Project Manager & Software Engineer (Mexico City-Hybrid) — *Apr 2022- Aug 2022*

- Proposed an internal application to manage payroll files and other employee-related files.
- Software Architecture proposal using MERN stack in a monolith architecture to guarantee an amazing performance and simplicity.
- Participated in the development process in both backend, with REST API creation, and frontend, with React components.
- Project management and team building activities for a team of 8 skilled developers.
- Client negotiation and interaction through calls, meetings, and emails.
- DevOps management to improve development and deployment processes

Tech Stack: Jira, Bitbucket, Figma, JavaScript, TypeScript, Reactjs, MongoDB, Express, Node.js, Git.

Salesforce Commerce Cloud Developer (Mexico City-Hybrid) — Oct 2021- Apr 2022

- Worked on The Functionary e-commerce projects for their clients.
- Content asset configuration, creation, and modification to manage content in an effective way.
- Modified and created salesforce components to enhance functionalities and fix issues.
- Configured Einstein to improve search indexes and search-related stuff.
- Configured campaigns and coupons.

Tech Stack: SFRA, Salesforce Commerce Cloud, OCAPI, JavaScript, Git, SASS, CSS, SFRA, Node.js.

B2C Commerce Developer Trainee (Mexico City-OnSite) — Aug 2021- Oct 2021

- Took a 4-week Salesforce Commerce Cloud training program, with site genesis and SFRA architectures and all the Commerce Cloud concepts.
- Demonstrated proficiency and dedication in Salesforce Commerce Cloud technology
- Achieved Salesforce B2C Commerce Cloud Developer certification with satisfaction.

Tech Stack: JavaScript, CSS, SASS, Node.js, Salesforce (SFRA & Site-Genesis Architectures) & Git.

PROJECTS

M&G(M&G) – 2021

- Designed a Design System and User Interface for the e-commerce site, assuring a clean interaction between clients and the site.
- Development of the frontend part of the e-commerce site using JavaScript-based technologies such as ReactJS, and Redux JS and frontend technologies such as SASS and HTML5.
- Implemented third-party services such as Stripe and delivery services to enhance e-commerce capabilities.
- Project management and client negotiation.

Tech Stack: JavaScript, CSS, Redux, SASS, React.js, Node.js, MongoDB, Git, UI/UX.

SKILLS

Programming Languages: Advanced: JavaScript; Intermediate: Python, TypeScript; Basic: C++.

Frameworks and Tools: Advanced: Reactjs, Nextjs, Nodejs, GraphQL, HTML, CSS, SASS, Adobe Suite, Azure, Firebase; Intermediate: Redux, React Hooks, Docker, Jenkins, Gatsby, AWS; Basic: Flutter, React Native.

Data Base: Advanced: MongoDB; Intermediate: PostgreSQL.

Agile: Asana, Notion, Trello, Jira, Confluence, Clickup, Azure DevOps.

Languages: Fluent: English; Native: Spanish.

EDUCATION

Universidad del Valle de México – Campus Querétaro, Querétaro. *Bachelor 's Degree, Data Science Engineering, Present.*

Universidad de Guanajuato – Guanajuato, Guanajuato. *Bachelor's Degree, Graphic Design, 2017-2021.*

CERTIFICATIONS

Salesforce B2C Commerce Developer– Salesforce. 2021. **C2 English**– EF. 2021.