



VLADISLAV ANDREEV

Senior SFCC Developer | Headless Commerce
(PWA Kit) | SCAPI/OCAPI/Custom API

📍 EU-Based (Bulgaria) | Open to Remote
Contracts (EU / US)

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PROFILE

Senior Salesforce Commerce Cloud (SFCC)
Developer with 8+ years of experience building
and scaling high-traffic eCommerce platforms for

global brands such as Carter's, Diesel, IQOS, and Accessorize.

Expert in Headless Commerce (PWA Kit), checkout optimization, and complex API ecosystems
(OCAPI / SCAPI / SLAS).

Focused on delivering business impact through performance improvements, conversion
optimization, and scalable architecture.

KEY ACHIEVEMENTS

- Contributed to improved checkout completion rates through payment integrations and flow optimization
- Delivered headless (PWA Kit) solutions for enterprise-scale storefronts
- Built and optimized API integrations across multiple systems
- Worked on multi-region eCommerce platforms (US, EU markets)
- Reduced performance bottlenecks and improved frontend responsiveness

TECH STACK

Commerce & Architecture:

SFCC, SFRA, PWA Kit, Headless, Composable Commerce

Frontend:

React, JavaScript (ES6+), TypeScript, Vue.js

Backend & APIs:

Node.js, OCAPI, SCAPI, SLAS, REST/SOAP, PHP

Other:

Contentful, Payment Integrations, Webpack, Linux

PROFESSIONAL EXPERIENCE

Astound Digital

Senior SFCC Developer (Headless / PWA Kit)

2020 – Present

Carter's (US Market, Headless Architecture)

- Developed and maintained PWA Kit-based storefront
- Implemented PayPal, AfterPay, Apple Pay, Braintree integrations
- Built scalable OCAPI / SCAPI / Custom API / SLAS integrations
- Improved checkout performance and frontend responsiveness
- Integrated Contentful CMS via GraphQL, Algolia search optimisations

Accessorize / Monsoon (EU Market)

- Delivered SFRA-based full-stack features
 - Built backend services and integrations
 - Stabilized production issues and improved reliability
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Accenture / Forkpoint

SFCC Developer

2017 – 2020

- Delivered solutions across multiple enterprise eCommerce platforms
- Worked with Demandware Controllers and Pipelines

Clients:

Diesel, IQOS, Dainese, AG Jeans, POC Sports

Earlier Experience

Full Stack Developer (PHP / MySQL)

2013 – 2017

- Built internal and commercial web applications
 - Managed infrastructure and deployments
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CERTIFICATIONS

- Salesforce Certified B2C Commerce Developer
 - Salesforce Certified JavaScript Developer I
 - Salesforce Certified Associate
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LANGUAGES

- English – Professional Working Proficiency
 - Bulgarian – Native
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Education

St. Cyril and St. Methodius University of Veliko Tarnovo

Master's degree, Informatics, Web Page, Digital/Multimedia and Information Resources Design

2009 – 2012

Grade: **master**

Activities and societies: **web development**