

Pavle Marinkovic

Senior Salesforce Developer (B2B Commerce | SFCC | OMS | Salesforce Platform)

Location: [Novi Sad, Serbia \(Open to remote\)](#) | Email: pavle019@live.com | Tel: +381 66 001 573

Website: pavlemarinkovic.com | LinkedIn: linkedin.com/in/pavlemarinkovic | GitHub: github.com/marinkovicPavle

Professional Summary

Senior Salesforce developer with 6+ years building B2C and B2B e-commerce on Salesforce Commerce Cloud (SFCC), B2B Commerce on Lightning, Order Management (OMS), and the Salesforce Platform. Deep integration experience across ERP (SAP), payments (Adyen, MarketPay), and store fulfillment (StrongPoint); People Lead for 3 developers.

Skills

Salesforce: Apex, Async Apex, SOQL, LWC, Flows **Clouds:** Sales Cloud, Service Cloud, Experience Cloud, OMS
SFCC: SFRA, PWA Kit, SiteGenesis, OCAPI/SCAPI **Integrations:** SAP, Adyen, MarketPay, StrongPoint, REST API
Web: JavaScript, HTML/CSS, React, Next.js, Node.js **Tools:** SFDX, Git, GitHub Actions, GitLab CI/CD, Jira, Confluence

Professional Experience

ARSENALIA (Contract) - Salesforce B2B Commerce Developer (Jul 2026 - Oct 2026)

- Delivered PDP, cart, checkout, order history, My Account, and self-registration in Lightning Web Components for Oerlikon Metco's 6-language B2B Commerce (LWR) storefront (team of 4 developers and an architect).
- Built SAP ERP-to-Salesforce order tracking: order/line shipping and invoice statuses and shipment tracking via Composite Graph API upserts by external ID, with Apex-generated SAP line keys and Apex unit tests.
- Automated buyer onboarding (buyer groups, billing address from SAP) and added reCAPTCHA to self-registration.

FORWARD (via BEE IT) - Salesforce Commerce Cloud & OMS Developer (Jun 2024 - Present)

- Built custom SCAPI REST APIs and the hybrid SFRA/PWA setup (routing, sessions) for the headless migration.
- Led end-to-end StrongPoint integration in Salesforce OMS for order picking and fulfillment across 100+ stores.
- Implemented MarketPay payment gateway integration in OMS, covering the full payment lifecycle.
- Review pull requests for a team of 6+ developers and run Salesforce DX deployments, keeping releases stable.

ALPENITE (Contract) - Backend SFCC Developer (Nov 2023 - Jun 2024)

- Built backend SFCC features and custom cartridges for Loro Piana's multi-site, multi-locale luxury storefronts.
- Integrated BazaarVoice ratings and reviews, increasing on-site review coverage by 30%.
- Partnered with Adyen to deliver a secure payment gateway integration.

EMAKINA NL (via BEE IT) - Software Developer (SFCC & Integrations) (May 2021 - Nov 2023)

- Lead backend developer for HEMA (Dutch retailer, 750+ stores), integrating native mobile apps via OCAPI/SCAPI.
- Built a custom Adyen payment integration and extended checkout with click & collect and delivery options.
- Developed loyalty and personalization integrations; implemented GA4, GTM, and SEO improvements.
- Managed CI/CD for stable, automated deployments and coordinated releases with PMs and stakeholders.

BEE IT - Software Developer / SFCC Mentor / People Lead (Feb 2020 - Present)

- People Lead (since Sep 2026) for 3 developers (SFCC and frontend, junior to mid-level): monthly 1:1s, performance reviews, career development plans, onboarding, and company updates from leadership.
- Mentored 7+ interns and junior developers; ran Agile/Scrum stand-ups and code reviews on SFCC retail projects.

Education & Certifications

- Salesforce Certified B2C Commerce Developer (2021)
- Faculty of Technical Sciences, University of Novi Sad - BSc in Information Systems Engineering (2017 - 2021)
- Languages:** Serbian (Native), English (Fluent), Norwegian (A2)