

Summary

I've always seen learning as the core of my career — whether studying Mechanical Engineering, teaching math and physics as a university assistant, or moving into the IT world through Salesforce consulting. Along the way, I earned six Salesforce certifications and built CRM systems that worked not just in theory, but for real teams solving real problems. Later, I expanded into data analytics, AI, and deep learning through a full-time bootcamp and hands-on project work (bradjavid.com).

I describe myself as a “thirsty guy,” living by Steve Jobs’ idea to “**stay hungry, stay foolish.**” My experience has taught me that real expertise comes from a mix of formal learning, relentless self-education, and an understanding of how businesses and people actually work. I’m driven to keep learning, stay sharp, and build solutions that don’t just check boxes — they move things forward.

Skills

Salesforce Skills:

Salesforce Consulting, Business Analysis, CRM Administration, Salesforce Implementation, Salesforce Integration (e.g., CTI “Aircall”, Google Mail Services, Slack, WhatsApp), Workflow Management tools (e.g. Jira and Confluence), Slack Administration, Salesforce ecosystem (Sales Cloud, Service Cloud, Marketing Cloud, Health Cloud, Experience Cloud, Nonprofit Cloud, CPQ, Salesforce Lightning, Reports and dashboards, Data management “Data Loader”, Automation, CTI).

Data Analytics Tools & Technologies: Python, SQL, Pandas, NumPy, Matplotlib, Seaborn, Plotly, Tableau, Dash, Streamlit, Git/GitHub, Jupyter Notebooks, PostgreSQL, DBT, APIs, Web scraping

AI & Deep Learning: FastAI, PyTorch, Convolutional Neural Networks (CNNs), Collaborative Filtering, Natural Language Processing (NLP), Random Forests, Model Deployment, LSTM, XGboost, Neural Network foundations

Data Analytics Techniques: Data wrangling, Data cleaning, EDA (Exploratory Data Analysis), Data visualization, A/B testing, Linear regression, Clustering, Statistical inference (distributions, confidence intervals), Aggregation & grouping, Joining datasets, Working with JSON, ETL pipelines, Dashboard development

Soft Skills: Delivering training, Communication, Problem Solving, Public speaking, Customer relations, Cross-functional collaboration, Documentation.

Industry Exposures: Energy, Educational Institutions, SaaS (Software as a Service), Transport and Travel, Manufacturing, Healthcare.

Languages: English C2, German B2.

Experience

Fluent CX

Salesforce Consultant

Berlin, Germany

June 2024 – September 2024

- **Business Analysis:** Led discovery sessions with the client Metronom Eisenbahngesellschaft mbH to uncover fragmented service channels (Facebook Messenger, web forms, WhatsApp, SMS) that prevented centralized reporting on Service cloud, and documented technical and functional requirements for a consolidated solution.
- **Solution Design:** Delivered scalable Salesforce solutions tailored to client strategies, such as designing an Experience Cloud registration form for AKAD to capture lead information directly into Salesforce CRM, mapping fields to Accounts and associating the correct product for streamlined processing.
- **Cross-functional Collaboration:** Collaborated in Agile environments, with developers and project managers, translating client requirements into user stories and actionable plans for building tools like the AKAD registration form, while ensuring

development stayed on budget and aligned with project goals. participated in sprint planning, daily stand-ups and backlog refinement.

- **Customizations/Development:** Implemented flows to capture time-stamped progress data during client registration on the website, enabling reporting on user drop-off points for performance analysis and helping sales reps identify missing information for faster client follow-ups. Modified Apex code associated with the AKAD Experience Cloud registration form to capture field values from the website, map them to Salesforce objects
- **Training & Support:** Delivered hands-on training sessions during feature rollouts, ensuring end users understood new Salesforce functionalities and best practices, which led to smoother adoption and higher user confidence post-implementation.
- **Troubleshooting:** Diagnosed and redesigned broken HTML email signatures for Metronom to ensure proper display and alignment, and troubleshooted missing and incomplete field captures on AKAD's registration form to restore accurate data collection.
- **Quality Assurance:** Created and managed test cases for UAT and system testing, thoroughly testing the Experience Cloud portal and identifying backend issues (e.g., field capturing errors) and frontend UI bugs, ensuring a smooth and successful feature rollout.
- **Documentation:** Delivered clear documentation for all project phases, including requirements, technical specifications, and solution designs in workflow management environments like Jira and Confluence.

**Valuent
Business Analyst**

Berlin, Germany
January 2023 – May 2024

- **Analysis of Business Processes and Requirements:** Mapped the sales process for clients like Ifesca, who needed greater transparency with third-party sellers (e.g., Linde), and recommended a Salesforce Experience Cloud Partner Portal to streamline collaboration and clarify deal ownership.
- **Collaboration with Interdisciplinary Teams:** Partnered with stakeholders and developers to translate business requirements—such as the Experience Cloud Partner Portal for Ifesca and their reseller Linde—into actionable solutions, aligning teams around shared goals and executing the rollout across systems.
- **Salesforce Implementation and Configuration:** Configured Salesforce Sales, Service cloud and Field Service instances for clients like Energiepark, Stellwerk, and Medas—customizing objects, fields, Lightning page layouts, and managing profiles and permission sets. Designed business process Record triggered flows to align system behavior with operational needs.
- **Leveraging Data-driven Insights:** Created and managed business-critical reports and dashboards in Salesforce for clients like Energiepark, enabling sales and Service operations teams to track activities, cases, monitor pipeline stages, and identify drop-off points for follow-up and process improvement.
- **Ensuring Seamless Integration:** Facilitated the integration of third-party tools like AirCall, Mirage, Slack, and RaiseNow into Salesforce environments, ensuring seamless data flow and enhanced team collaboration across sales, service, and RevOps functions.

Education-Certificates

Undergraduate studies toward a B.Sc. in Mechanical Engineering (Associate Degree equivalent awarded)
Ferdowsi University of Mashhad, Iran

Data Analytics Bootcamp February 2025 – April 2025

Spiced academy, Berlin

(Full-time 12 Weeks intensive program covering Python, SQL, Machine Learning, Git, Tableau, and Data Analytics projects)

Certifications:

Salesforce Certified **Associate**, Salesforce Certified **Administrator**, Salesforce Certified **Sales Cloud Consultant**
Salesforce Certified **Service Cloud Consultant**, Salesforce Certified **Business Analyst**,
Salesforce Certified **CPQ Specialist**

Professional References

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