

# SALESFORCE TECHNICAL CONSULTANT

YASSER EL MAHFOUDI

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Trailhead ★★ Ranger

## SUMMARY

Skilled and efficient Salesforce Technical Consultant, I master customer relationship management and have solid expertise in the design and implementation of tailor-made Salesforce solutions. Bilingual in French and English, I have more than 10 months of experience in multi-industry projects, where I contributed to improving the commercial performance of my clients by automating processes, optimizing data and developing innovative lightning web components.



Yasser El Mahfoudi



Github.com/Skyseras



Trailblazer.me/id/yelmahfoudi

## PROJECTS

- Development of a comparative simulation component of bank loan options with LWC  
October - December 2023
- Development of an interactive and dynamic Product / Price configurator with LWC  
September - October 2023
- Implementation of a personalized CRM application for industrial solution installation  
July - September 2023
- Designing custom email templates and forms using Visualforce  
May - June 2023
- Implementation of an attractive and engaging customer website with Experience Cloud  
April - May 2023
- Implementation of a custom CRM application for a dental clinic  
March - April 2023
- Design and development of a Spring / Angular car rental website  
November 2022 - February 2023
- Slack integration with Salesforce Node.js BoltSDK / Heroku  
July - August 2022
- Dynamic blog/portfolio for lead generation using PHP Laravel  
March - May 2022
- Front-end Design and Development of an AdobeXD / Bootstrap restaurant Web Application  
December 2021 - January 2022



## WORK EXPERIENCE

- Salesforce Technical Consultant - NBS Consulting, Casablanca  
March 2023 - present
  - Design, development, implementation and support of customized solutions to meet the specific needs of each client.
- Junior Salesforce Consultant - Internship - NBS Consulting, Casablanca  
July - August 2022
- Business Manager - Internship - FUTION Company, Casablanca  
December 2019 - January 2020
  - Identification of new development channels, Prospecting.
- Administrative Manager - Internship - SO.M.I.TOP., Marrakech  
September - November 2019
  - Project feasibility study and resource management.
- Junior accountant - Internship - FUTION Company, Casablanca  
January - March 2019
  - Classification, VAT declaration and balance sheet establishment.
- Marketing consultant - Internship - Mercantilia Agency, Casablanca  
August - October 2018
  - Develop, propose and implement a communication, marketing and editorial strategy on the various social networks.
- Production/methods manager - Internship - Société O.C.P., Benguerir  
April - May 2018
  - Define operating and production optimization processes.
- Data entry operator - Internship - Société O.C.P., Benguerir  
April - May 2017
  - Sorting and distribution of mail, invoice and inventory management.

## TECHNICAL SKILLS

- Customer relationship management  
Salesforce Sales Cloud, Service Cloud, Customer 360, marketing automation Pardot, lead nurturing Eloqua.
- Development  
Salesforce Developer Console, IDE, Extensions, Lightning Design System, Apex, JavaScript, Python, SQL, SOQL, SOSL, Visualforce, Lightning, Web Services, API, Developer.salesforce: Developer guides.
- Data analysis  
Salesforce Analytics Cloud, Tableau, Qlik, TensorFlow.
- Collaboration  
Agile, Scrum, Kanban, Slack, Microsoft Teams, Zoom, Google Meet, Jira, Trello, Confluence.
- Leadership  
Mentorat, coaching, training, MediationTools, ConnecTeam, 1-on-1, feedback régulier, MindManager, Lucidchart.



## EDUCATION

- Web and Mobile Development Diploma, Mohammed VI Polytechnic University - Youcode, Yousseoufia  
October 2021 - February 2023  
Option: Web and Mobile Application Designer and Developer.
- Professional Bachelor degree, Higher School of Technology, Berrechid  
September 2017 - June 2018  
Option: Business management and administration.
- University Diploma of Technology, Higher School of Technology, Berrechid  
September 2015 - June 2017  
Option: IT and business management.
- Baccalaureate, Jaber ben Hayane Technical High School, Yousseoufia  
September 2014 - June 2015  
Option: Baccalaureate Mathematics Sciences B.

## PROFESSIONAL CERTIFICATES

- Salesforce Certified Platform Developer I
- Salesforce Certified Associate
- Cloud Developer - AWS/Udacity

## LANGUAGES



Arabic  
C1



English  
C1



Francais  
C1