

Anouar ELK

Salesforce Consultant & Business Solutions Specialist Contact:  
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## **Professional Summary Experienced Salesforce**

Consultant with over 7 years of expertise in Salesforce administration, customization, and business solutions development. Skilled in managing business applications, optimizing database systems, and building data pipelines to support seamless data integration and transformation. Proficient in creating and managing dashboards with Microsoft Power BI and Salesforce, delivering actionable insights to support data-driven decision-making. Adept in project management, automating processes, and collaborating with cross-functional teams to deliver scalable and reliable solutions aligned with organizational goals.

## **Core Skills**

- Salesforce Customization: Apex, Visualforce, Lightning, Flows, Security Configuration, Data Management
- Business Intelligence: Microsoft Power BI, Salesforce Dashboards and Reports • Data Management: Database optimization, data pipelines, integration with data lakes/warehouses
- Project Management: Agile methodologies, sprint planning, backlog prioritization, risk management
- Automation & Development: Streamlining processes through automation, developing utility software
- Technical Proficiency: SQL, Heroku, REST APIs, JavaScript, HTML, CSS, React
- Cloud : GCP, Azure

## **Professional Expérience**

- Freelance Web Developer & Founder – 72 Web Agency (May 2024 – Present)
- Founded and managed a web development agency specializing in building MVPs and scalable web solutions for startups and SMEs.
- Collaborated with clients to gather requirements, create wireframes using Figma, and model data to design user-centric solutions.

- Built and deployed web applications using React for front-end, Ruby on Rails for backend, and Heroku for deployment.
- Developed user journeys, product backlogs, and user stories to guide development teams and ensure alignment with client goals.
- Designed and delivered end-to-end solutions, integrating front-end interfaces with robust back-end systems and optimizing performance

*Salesforce Marketing Cloud Consultant - Accenture France November 2022 – April 2024 | Paris, France*

- Administered and customized Salesforce solutions, including data model configuration, process automation, and security settings.
- Led the integration and development of NPS and Loyalty Program platforms integrated with Salesforce and GCP
- Conducted workshops with brands (Mugler and Azzaro) to gather business requirements and align solutions.
- Developed integrated solutions using Apex, Visualforce, and Lightning to address complex business needs.
- Configured Salesforce security settings, profiles, and permission sets
- Built and managed data pipelines for real-time synchronization between Salesforce and external platforms via REST APIs.
- Designed and maintained dynamic dashboards and reports using Microsoft Power BI and Salesforce tools to enable data-driven decision-making.
- Managed projects in an agile environment, coordinating cross-functional teams and ensuring timely deliverables

*Senior Salesforce Consultant - Danone France September 2021 – November 2022 | Rueil-Malmaison, France*

- Oversaw the integration of Salesforce with third-party AI and merchandising solutions (Coheris and Easy Picky)
- Drafted technical and functional specifications for seamless data flow between platforms
- Conducted sprint planning, coordinated with IT teams, and facilitated workshops for end-user training

- Delivered functional dashboards and reports tailored to the commercial and marketing teams' needs
- Managed the product backlog, planned agile sprints, and supervised a team of 4 consultants

#### *Senior Salesforce Consultant – AXA France March 2021 – September 2021 | Paris, France*

- Spearheaded the migration of CRM systems (Mercure to Salesforce) for multiple business units.
- Configured Salesforce objects, workflows, dashboards, and reports for end-users.
- Designed data migration plans and validated data quality post-migration.
- Conducted user acceptance testing (UAT) and provided training to ensure smooth adoption of Salesforce
- Administered and configured Salesforce environments, including user setup, roles, profiles, and security controls, ensuring data integrity and compliance with organizational policies.
- Built custom reports and dashboards in Salesforce to provide actionable insights and support data-driven decision-making across departments.
- Designed and implemented process automations using Salesforce Flows and Process Builder to enhance operational efficiency and reduce manual tasks.
- Managed Salesforce integrations with third-party tools and APIs, ensuring seamless data flow and system interoperability.
- Conducted training sessions and created documentation to support end-users in adopting Salesforce features effectively and maximizing system utilization

#### **Education & Certifications**

master's degree in business administration

Engineer in Information Systems

Salesforce Certified Administrator

Salesforce Certified Platform App Builder

PSPO I (Scrum.org)

ISTQB – Foundation Level

Business Analyst o Web developer