



SEFIANE OUAMI

Salesforce Technical and Functional Consultant

Experience

Salesforce Consultant | GeoPost 12/2024 - Today
KANEL SERVICES - Tetouan

- Design and development of Lightning Web Components (LWC) to optimise the user experience
- Implementation and management of synchronisation between Salesforce and the MDM (Master Data Management) system
- Salesforce configuration (Flow, validation rules, named credentials, permission management, etc.)
- Code review , release management and coordinating deployments across different environments and business units
- Implementation and integration of web services.
- Collaboration with business teams to translate functional requirements into robust technical solutions

Key words : Salesforce, Lightning Web Components, REST API, GraphQL, Gitlab , PMD , Apex Classes, Apex Triggers, Flows, POSTMAN, Swagger , Release Management, CI/CD, Jira.

Salesforce Consultant | LOXAM 07/2023 - 11/2024
KANEL SERVICES - Tetouan

- Salesforce development (LWC, Triggers, Apex Classes, Test Classes).
- Implementation of complex integration solutions with third-party systems (Ellisphere, Smart, VecteurPlus, SMEs)
- Business process automation using Salesforce Flow and Apex triggers.
- Supporting business stakeholders to translate requirements into scalable Salesforce architecture

Key words : Salesforce, Service Cloud, Lightning Web Components, REST API, Apex Classes, Apex Triggers, Flows, POSTMAN.

Salesforce Marketing Cloud Developer 02/2023 - 7/2023
VELVET CONSULTING - Casablanca

- Integration of Salesforce Marketing Cloud with CDP Imagino for a Drupal e-commerce webiste
- Advanced Salesforce Marketing Cloud configuration: customer segmentation, campaign automation, communication personalisation
- Designing APIs to trigger transactional messages via Drupal Commerce and implementing GDPR-compliant processes for customer data management

key words : Marketing Cloud, CDP Imagino, API REST, Drupal Commerce,

Education

State-certified engineer in computer engineering 2018 - 2023
Specialisation: information systems and decision support
National School of Applied Sciences - Tetouan

Certifications

Salesforce Data Architect	06/2024
Salesforce Platform App Builder I	12/2023
Salesforce Certified Developer I	10/2023
AI Analyst 2021 - Mastery Award by IBM	06/2022

About

Certified Salesforce Technical and Functional Consultant with strong experience in CRM customization, system integration, and business process optimization. Combining technical expertise and strategic vision to support digital transformation initiatives through Salesforce solutions.

Phone +212 6 10 19 10 55

Email sefiane.ouami.ing@gmail.com

Address Tétouan , El Romana

KEY SKILLS

- Salesforce development (Apex , LWC , Aura , Visual force)
- Marketing Cloud (Journey Builder, Email Studio)
- Systems integration (API REST/SOAP, AWS integration(S3))
- Automation and configuration : Flows, Process Builder, Apex Triggers.
- Data analysis and management (Dashboards, Salesforce advanced reports)
- Projet Management (Git, Gitlab, Jira)
- WEB development (HTML , CSS, JS, Bootstrap , PHP)
- Programming (Java , C)

Langues

French : Fluent

English : Professional

Arabic : Native