

MARWANE AIT YAHIA

SENIOR SALESFORCE ADMINISTRATOR & BUSINESS ANALYST · SERVICE CLOUD · SALES CLOUD · OMNICHANNEL

+33 6 28 40 01 58

marwanes90@gmail.com

Paris, France

French Citizen

PROFESSIONAL SUMMARY

Certified Salesforce Administrator with 9 years on the platform. Deep hands-on configuration on **Service Cloud**: Flows, Workflow Rules, Process Builder, custom objects and fields, record types, page layouts, validation rules, profiles, permission sets, sharing rules and manual sharing, queues, assignment rules, reports and dashboards. Plus two **Sales Cloud** implementations delivered from scratch for international teams. All of it paired with the business analysis that sits upstream: requirement workshops, user stories, UAT, and international go-lives.

Specialist in **after-sales case management**, Case Management (SLA, escalation, multichannel routing), and omnichannel (CTI, chat, voice, email). Fluent in SI integration flows (REST, MuleSoft, Platform Events) without being a developer. Able to challenge delivery estimates and translate technical constraints into business language.

Also designs and ships **AI automation in production** (n8n, Python, LLM agents with deterministic guardrails) and uses AI daily to speed up documentation, user stories and test scenarios. A multiplier on the admin work, not a career change.

Certified **Salesforce Service Cloud Consultant + Salesforce Administrator + Scrum Master (CSM)**. Trilingual French / English / Arabic. Available immediately.

TECHNICAL AND FUNCTIONAL SKILLS

Salesforce Clouds & Products

Service Cloud · Experience Cloud (Community Cloud) · Sales Cloud · Lightning Experience · Einstein Analytics / CRM Analytics · Pardot · Salesforce Mobile

Configuration & Automation

Flows · Workflow Rules · Process Builder · Validation Rules · Approvals · Custom Objects & Fields · Record Types · Page Layouts · Lightning Pages · Sharing Rules & Manual Sharing · Roles · Profiles & Permission Sets · Queues · Assignment Rules

Integration & Data (functional)

REST Web Services (spec & coordination) · Platform Events · MuleSoft · SAP CRM · Talend · DataLoader · SOQL · Web-to-Lead · Multilingual data management

Applied AI & Automation

LLM APIs (Claude / LiteLLM) · Prompt engineering · Agent design · n8n workflows · Langfuse (observability) · AI-generated user stories & scenarios · AI use case scoping · Claude Code

Business Analysis

Workshop facilitation · Macroprocess mapping · BPMN · User stories · Use cases · Customer journey · Acceptance criteria · Backlog prioritisation · UAT · KPI · Effort estimation

Omnichannel & CTI

CTI Odigo · Powerfront Chat · WhatsApp / Alcmeeon · Mediablending routing · Omnichannel Queues · Genesis CTI · Call Recorder · Voice Recognition · IVR

Delivery & Tools

Jira · SAFe / PI Planning · Scrum · Sprint Reviews · International rollouts · User training · Functional documentation · Agile coordination

AI in daily BA practice

Writing user stories & tests via LLM · Identifying manual processes to automate · AI agent design · Prompt engineering · Observability (Langfuse) · Workflow automation (n8n) · Claude Code

PROFESSIONAL EXPERIENCE

Christian Dior Couture

Paris, France

Senior Salesforce Consultant · Business Analyst & Product Owner Service Cloud

One of the world's most prestigious luxury houses. Sole functional lead between the CSC business teams, regional IT departments, and a multi-vendor delivery team across 4 simultaneous CRM programmes.

- ▶ **Platform administration:** hands-on configuration and day-to-day administration of the Service Cloud org. Flows, Workflow Rules, Process Builder, custom object and field creation, record types, page layouts, Lightning pages, validation rules, profiles and permission sets, sharing rules and manual sharing, queues, assignment rules, reports and dashboards. Managed the Talend integration into Einstein Analytics and multilingual datasets (Japanese, Korean, Chinese).
- ▶ **Omnichannel administration:** configured and rationalised **35+ queue routing configurations** and **21 presence user configurations** across 12+ channels (phone, email, webform, live chat, WhatsApp, Apple Business Chat, KakaoTalk, LINE). Designed the skill, language, region and priority routing via Mediablending, then audited the org for duplicate routing and produced the factorisation plan.
- ▶ **Dior Care (after-sales):** led the end-to-end deployment of a case management platform for returns, exchanges, and repairs. Facilitated macroprocess workshops ahead of any design, formalised functional specifications and user stories, delivered full configuration (SLA, escalation rules, multi-region routing, supervisor dashboards).
- ▶ **Workshops & backlog:** facilitated and synthesised functional workshops (SAFe PI Planning) with the CSC business teams to gather requirements, write user stories, build target customer journeys, and prioritise the product backlog across all 4 programmes in Jira.
- ▶ **Multi-country rollouts:** coordinated deployments and incident management (P1/P2) across the USA, South Korea, Japan, and China, with region- and language-adapted user training and hypercare oversight.
- ▶ **CTI Odigo integration:** managed advanced telephony integration (call flow, screen pop, interaction tracking) and ran weekly incident governance with the telephony team.
- ▶ **Run & evolution:** documented the full Run Process (incidents, SLA, escalation, daily/monthly tracking) for the Japan pilot. Evaluated change requests, produced recommendations, managed releases in agile mode. **+15% operational efficiency** across the whole customer service.
- ▶ **UAT & training:** wrote the end-to-end test scripts, facilitated UAT sessions with the CSC business teams across time zones, and delivered the on-site user training.
- ▶ **AI in daily BA practice:** uses AI agents (LLM) to write user stories (Given/When/Then, acceptance criteria, edge cases), generate test scenarios, and document processes. Cut documentation writing time by ~40% while improving functional coverage.

Service Cloud · Omnichannel · CTI Odigo · Powerfront · Mediablending · SAFe / PI Planning · Talend · Einstein Analytics · Jira · AI / LLM · International rollout · UAT · Training

AI Project: Automation of a Client Process in Production

n8n · Python · AI Agent (LLM) · Prompt Engineering · Langfuse · Claude Code · SFTP · Talend · Slack

▶ **Scoped it like any other requirement:** found a fully manual client process causing recurring errors, ran the user interviews, mapped the as-is in BPMN, and wrote the acceptance criteria before a line of code.

▶ **Designed the agent with guardrails:** analyst/challenger role only, never decision-maker, behind a deterministic Python gate so nothing ships without proof. The AI cannot override a proven rule.

▶ **Built and shipped it:** n8n orchestration, Python FastAPI service, Langfuse observability, Slack alerts. Live in production, running every 5 minutes, with UAT signed off by the operations team.

Comforth Karoo – Magellan Partners Group

Senior Business Analyst / Technical Lead

Paris · Nov 2017 – Nov 2021 (4 years)

AGEFOS PME – OPCO EP

Promoted to Lead BA and Technical Lead during the engagement. Programmes: Community Portal, ECM, Interfaces, Single Portal, Back-Office convergence.

▶ **Experience Cloud / Community Portal:** designed and configured end-to-end the Salesforce community portal for two distinct user populations (training organisations and member companies): object model, sharing architecture, profiles, permission sets, record visibility rules.

▶ Specified and coordinated the implementation of **REST web services** for create/update flows between Salesforce and the back-office systems (functional specs, build follow-up, testing, deployment).

▶ Led the **CRM roadmap** in agile mode: change request assessment, backlog prioritisation, delivery tracking, release management.

▶ Prepared and executed the **Lightning Experience migration**, including rollout planning, UAT, pre-go-live fixes, and production deployment.

Community Cloud · REST Web Services · Platform Events · Lightning Migration · Backlog Management · UAT · Agile

Eutelsat · Satellite Operator / Telecoms

CRM platform evolution and SAP CRM / MuleSoft / Salesforce integration flows on business and technical projects.

▶ Managed the platform evolution pipeline (change request assessment, recommendations, backlog prioritisation, delivery tracking).

▶ Led the integration flows between **SAP CRM, MuleSoft and Salesforce**: functional specifications, coordination with the technical teams, testing and monitoring.

▶ Handled production incident and defect management (qualification, corrective actions, recovery plans).

▶ Administered the platform (Profiles, Sharing Rules, Objects, Validation Rules, Process Builder, Workflows, Approvals, reports/dashboards, DataLoader).

SAP CRM · MuleSoft · DataLoader · Process Builder · Approval Process · Incident Management

TechnipFMC & VEDIF

Business Analyst & Salesforce Admin

France

▶ **TechnipFMC:** deployed two **Sales Cloud implementations from scratch** for international teams in Scotland and Singapore. Requirements workshops, solution design, Salesforce Mobile App and Chatter Groups configuration, user training delivered in English.

▶ **VEDIF:** configured Service Cloud, managed DataLoader migrations. Took part in Sprint Reviews, supported UAT and fixed defects before go-live. Admin scope: Process Builder, Validation Rules, Workflows, Page Layouts, Record Types, reports, Roles, Profiles, account hierarchy.

Schneider Electric

Salesforce Admin

Rueil-Malmaison (Internship)

▶ Prepared the Lightning migration, held full admin responsibilities, coordinated with international teams. Scope: Omnichannel, Sales Console, Sales Cloud, **Genesis CTI**, Call Recorder, Web-to-Lead, Voice Recognition for case management.

EDUCATION	CERTIFICATIONS	LANGUAGES						
ESIEA, Paris Master's Degree, Computer Science, Electronics & Automation 2012 – 2017	◆ Salesforce Certified Administrator ◆ Salesforce Certified Service Cloud Consultant ◆ Certified Scrum Master (CSM)	<table><tr><th>FRENCH</th><th>ENGLISH</th><th>ARABIC</th></tr><tr><td>Native</td><td>Fluent</td><td>Native</td></tr></table>	FRENCH	ENGLISH	ARABIC	Native	Fluent	Native
FRENCH	ENGLISH	ARABIC						
Native	Fluent	Native						
Lycée Henri Loritz, Nancy Preparatory Classes, Mathematics & Physics (CPGE) 2011								