MARWANE AIT YAHIA

Senior Salesforce Consultant · Business Analyst · Product Owner

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PROFESSIONAL SUMMARY

Senior Salesforce Consultant and Business Analyst with 8 years of experience operating as the critical interface between business stakeholders and technical delivery teams, with a proven ability to lead upstream business analysis — facilitating macroprocess mapping workshops before any technical design — through to full end-to-end delivery including configuration, integration coordination, UAT, user training, and live international rollouts.

Track record across luxury (Dior), public sector (AGEFOS PME), telecoms (Eutelsat), and energy (TechnipFMC). Comfortable specifying and coordinating technical integrations (REST APIs, MuleSoft, Platform Events) without being a developer — able to challenge delivery estimates, translate IT constraints into business language, and ensure technical teams build the right thing. Trilingual (English, French, Arabic). Available immediately for contract and freelance engagements in Dubai and the UAE.

TECHNICAL & FUNCTIONAL SKILLS

Salesforce Clouds & Products
Service Cloud · Sales Cloud · Community Cloud · Lightning Experience · Einstein Analytics / CRM Analytics · Pardot · Salesforce Mobile

Omnichannel & CTI
CTI Odigo · Powerfront Chat · WhatsApp / Alcmeon · Mediablending routing · Omnichannel queues · Genesis CTI · Call Recorder · Voice Recognition

Configuration & Automation
Flows · Process Builder · Validation Rules · Workflow Rules · Approval Processes · Custom Objects · Lightning Pages · Record Types · Sharing Rules · Roles & Profiles · Page Layouts

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

Business Analysis
Requirements workshops · User stories · Macroprocess mapping · Process mapping · Customer journey design · Backlog prioritisation · UAT · Functional test design · Effort estimation

Delivery & Tools
Jira · GitLab · SAFe / PI Planning · Scrum · Sprint Reviews · Agile coordination · International rollouts · User training

PROFESSIONAL EXPERIENCE

Christian Dior Couture Paris, France (Freelance)
Senior Salesforce Consultant — Service Cloud Lead & Product Owner
Nov 2021 – Present (4+ years)

One of the world's most prestigious luxury houses. Sole functional owner bridging the CSC business team, regional IT leads, and a multi-vendor technical delivery team across 4 major global CRM programs running simultaneously.

► Designed and delivered DiorLink Clienteling, a Salesforce-based tool transforming CSC agents into personal sales advisors for e-commerce clients — covering campaign management (Call, OTO, Events, Gifts, Sales), automated and manual client allocation, Dior Journeys loyalty programs (Walk-in, Welcome, Birthday), Client 360 view, and KPI dashboards for agents and managers.

► Owned the Dior Care after-sales program end to end: conducted structured business workshops to map the full macroprocess (return, exchange, repair flows) before any technical design, translated outcomes into functional specifications and user stories, then designed and configured the complete case management platform including SLA configuration, escalation rules, multi-region queue routing, and supervisor reporting dashboards.

► Led the InCountry China program, delivering a data-residency compliant Salesforce instance for mainland China by coordinating legal, infosec, IT, and operations stakeholders across the entire compliance framework.

► Drove PI Planning (SAFe) and led all business workshops with the CSC team, gathering requirements, writing user stories, defining target customer journey maps, and owning the product backlog across all four programs in Jira.

► Designed the omnichannel routing architecture using Mediablending, enabling intelligent distribution of inbound calls, live chats, and emails to the correct Service Cloud queues based on skill set, language, region, and channel priority.

► Managed the advanced CTI Odigo integration including call flow configuration, screen pop, and interaction tracking, and owned weekly incident governance with the telephony team.

- Led the full decommissioning of native Salesforce Omnichannel and the ground-up integration of Powerfront Chat, covering scope definition, functional specifications, UAT coordination, and go-live management.
- Designed and documented the Run Process for Powerfront in Japan, defining the full post-go-live support model for the Japan pilot — including incident logging procedures, SLA framework, escalation paths for critical issues, and daily/monthly follow-up cadence coordinating the Japan team, central team, and Powerfront.
- Coordinated multi-region go-lives and incident response across the USA, South Korea, Japan, and China, delivering user training adapted by region and language, and managing P1/P2 incidents through hyper-care phases.
- Authored comprehensive test books (cahiers de tests) for major releases including Clienteling, Mediablending, and PIPL/China compliance, covering end-to-end functional scenarios; led UAT sessions directly with the CSC business team, then delivered hands-on training to ensure smooth adoption at go-live.
- Built Flows, Custom Objects, Lightning pages, and dashboards; managed Talend data integration feeding Einstein Analytics; handled multilingual datasets in Japanese, Korean, and Chinese.
- Delivered continuous process improvements that resulted in a 15% increase in operational efficiency across the customer service organisation.

Service Cloud · Omnichannel · CTI Odigo · Powerfront · Mediablending · Clienteling · SAFe / PI Planning · Talend · Einstein Analytics · Jira · International Rollout · UAT · User Training

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Comforth Karoo – Groupe Magellan Partners (Salesforce Certified Partner) *Paris · Nov 2017 – Nov 2021 (4 years)*
Salesforce consulting firm. Deployed on 4 consecutive client missions, progressing from Salesforce Admin to Senior Business Analyst and Technical Lead.

AGEFOS PME – OPCO EP Paris (National workforce training organisation)
Senior Business Analyst / Technical Lead   Feb 2019 – Nov 2021 (2 years 10 months)

Promoted to Senior BA and Technical Lead mid-mission. Programs: Community Portal (Training Organisations and Members), GED, Interfaces, Portail Unique, and Back-Office convergence.

- Led end-to-end design and configuration of the Salesforce Community Portal serving two distinct user populations — training organisations and member companies — including object model, sharing architecture, profiles, permission sets, and record visibility rules.
- Specified and coordinated the implementation of REST web services enabling data creation and update flows between Salesforce and back-office IS, writing functional specifications, following the build with the development team, and managing testing and deployment.
- Owned the CRM roadmap by evaluating change requests for business value and technical coherence, prioritising the delivery backlog, tracking deliveries, and managing releases in agile mode.
- Facilitated techno-functional workshops end to end, including preparation, meeting notes, resource management, effort estimation, and delivery planning with both business and IT stakeholders.
- Prepared and executed the Lightning Experience migration, including rollout planning, UAT, pre-go-live bug correction, and production release management.
- Administered the Salesforce platform across Flows, Workflow Rules, Path, Lightning Pages, Record Types, Sharing Rules, and reporting.

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

Eutelsat Paris (Satellite operator / Telecoms)
Business Analyst & Salesforce Admin   Jun 2018 – Feb 2019 (9 months)

Managed CRM platform evolution and integration flows between SAP CRM, MuleSoft, and Salesforce across regulatory, business, and technical CRM projects.

- Managed the platform evolution pipeline by evaluating change requests for feasibility and business value, producing recommendations, prioritising the backlog, and tracking deliveries and releases.
- Owned integration flows between SAP CRM, MuleSoft, and Salesforce by writing functional specifications, coordinating with technical teams, and overseeing testing and monitoring.
- Handled incident and anomaly management by qualifying production bugs, defining corrective actions, coordinating technical resolution, and managing recovery plans.
- Administered the platform across Profiles, sharing rules, custom objects, validation rules, Process Builder, Workflows, Approval Processes, reports, and dashboards; managed data via DataLoader.

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

TechnipFMC

Business Analyst & Admin · Mar – Jun 2018 · Delivered entirely in English

Delivered two Salesforce Sales Cloud implementations from scratch for international teams in Scotland (Loading System) and Singapore (Surface International). Ran requirements workshops, designed solution architecture, configured Salesforce Mobile App and Chatter Groups, and delivered user training in English for both sites.

VEDIF

Salesforce Admin · Nov 2017 – Mar 2018

Configured Service Cloud and managed DataLoader data migrations. Participated in Sprint Reviews, supported UAT phases, and corrected bugs before go-live. Admin scope covered ServiceCloud, Process Builder, Validation Rules, Workflows, Page Layouts, Record Types, Reports, Roles, Profiles, and Account Hierarchy.

Schneider Electric *Rueil-Malmaison (Internship)* · Mar – Sep 2017

Prepared the Salesforce Lightning migration, handled full admin responsibilities, and coordinated with international teams. Platform scope included Omnichannel, Sales Console, Sales Cloud, Genesis CTI, Call Recorder, Web-to-Lead, and Voice Recognition for case management.

EDUCATION

ESIEA — Paris

Master's Degree — Computer Science, Electronics & Automation

2012 – 2017

Lycée Henri Loritz — Nancy

Classes Préparatoires — Mathematics & Physics · 2011

CERTIFICATIONS

✦ **Salesforce Certified Administrator**
✦ **Salesforce Certified Service Cloud Consultant**
✦ **Certified Scrum Master (CSM)**

LANGUAGES

ENGLISH	**FRENCH**	**ARABIC**
Professional / Fluent	Native	Native / Professional

Available immediately · Open to contract & freelance engagements — Dubai & UAE