

ELIE MIRZA

Salesforce Consultant | AI & Automation Specialist | CRM Transformation Expert

Contact: Doha, Qatar · +974 5520 5193 · elie.mirza@outlook.com · [linkedin.com/in/eliemirza](https://www.linkedin.com/in/eliemirza)

Professional Summary

4x Certified Salesforce Consultant & Developer with 4+ years of experience delivering enterprise-scale CRM and AI automations for construction, trading, and technology clients across the GCC and Europe. Adept at leading distributed Agile teams, designing end-to-end Sales, Service & Experience Cloud solutions, and integrating third-party systems via REST/SOAP, webhooks, and DevOps pipelines. Proven record of cutting lead processing times by 60%, boosting data accuracy by 35%, and mentoring developers toward delivery excellence. Currently spearheading digital transformation projects at Softsales Consulting; actively pursuing **Platform Developer II** certification.

Core Competencies

- **Salesforce Clouds:** Sales, Service, Experience (Community), Marketing
 - **Development:** Apex, Triggers, Lightning Web Components, SOQL/SOSL, Visualforce
 - **DevOps & CI/CD:** Salesforce CLI (sf), Git, GitHub Actions, Copado, SFDX
 - **Integration & APIs:** REST/SOAP Web Services, MuleSoft, OpenAI, Dialogflow CX
 - **AI & Automation:** Flow Orchestrator, Einstein Bots, GPT-based Assistants
 - **Tools:** VS Code, Trello, Slack, Postman, GitHub, Data Loader
 - **Methodologies:** Scrum/Agile, Test-Driven Development, Solution Architecture, Stakeholder Management
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Certifications

- Salesforce Certified AI Associate (2025)
- Microsoft Foundational C# (2024)
- Sage CRM 100 - SQL Deployment (2024)
- Sage CRM 100 - Development (2024)
- Salesforce Certified Marketing Cloud Administrator (2023)
- Salesforce Certified Platform Developer I (2022)

- Salesforce Certified Administrator (2022)
 - *Salesforce Platform Developer II – in progress (expected Q3 2025)*
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Professional Experience

Senior Salesforce Admin/Developer – WT Burden, Qatar

Sep 2024 – Present

- Implemented and customized Sales Cloud and Service Cloud solutions tailored to the construction and trading industry, improving opportunity tracking and customer case resolution by **35%**.
- Maintaining over 289,000 characters of custom Apex code across classes and triggers, contributing to a scalable backend supporting advanced quoting, automation, and data validation logic.
- Developed automated flows and validation rules to reduce manual entry errors and enforce business rules, leading to **30%** increase in data accuracy.
- Built custom Apex triggers and LWC components to enhance user experience and handle edge-case scenarios across multiple objects.
- Introduced Git-based version control with Salesforce CLI, streamlining deployment and metadata management across sandboxes and production.
- Migrated **500 k** legacy records with **<0.5%** error using Data Loader batches and validation scripts.

Technical Functional Consultant / Team Lead – Softsales Consulting, Paris (Remote)

Feb 2024 – Sep 2024

- Lead a remote squad of six developers delivering multi-cloud Salesforce solutions for European retail & fintech clients; achieved **97% sprint predictability** across 12+ releases.
- Architected and implemented Sales & Service Cloud rollout handling **500 k accounts and 2 M transactions**; cut case resolution time by **45%** using LWC consoles and Flow orchestrations.
- Established Git-based DevOps pipeline (sf + GitHub Actions) reducing deployment time by **70%** and eliminating manual errors.
- Mentored juniors on Apex best practices, secure coding, and automated testing; unit-test coverage consistently **≥ 85%**.
- Advised C-level stakeholders on roadmap and license optimization, saving **€120 k annually**.

Salesforce Consultant / Developer – OOB Consulting, Lebanon

Jan 2021 – Feb 2024

- Delivered 10+ end-to-end Salesforce implementations across construction, media, and logistics verticals.
- Developed 500+ Apex classes & 60+ LWCs to automate quote-to-cash, reducing manual data entry by **40%**.
- Integrated WhatsApp, Outlook, and Gmail via REST & webhooks, boosting user adoption to **92%**.
- Migrated **900 k** legacy records with **<0.5%** error using Data Loader batches and validation scripts.

- Facilitated UAT workshops, translating feedback into actionable user stories; client CSAT averaged **4.8/5**.
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Project Highlights

- **AI Lead Qualification Bot:** Built Einstein/OpenAI-powered bot handling **80%** of inbound inquiries, driving **30%** increase in qualified leads.
 - **Product Discovery Chatbot for Designers:** Built a Flask-based chatbot application with Retrieval-Augmented Generation (RAG) capabilities for product and technical support. Tailored to assist designers in selecting suitable products and services from the WT Burden catalogue, it also provides installation guidance, regional regulations, and municipality compliance information.
 - **Metadata Deployment Modernization:** Transitioned from Ant Migration Tool to the modern sf CLI for metadata deployment, improving reliability and aligning with Salesforce's 2024 tooling standards. Managed org-to-org metadata moves across multiple environments using Git and version control best practices.
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Education

- SE Factory – Full-Stack Web Development Bootcamp (2021) Intensive coding bootcamp covering HTML, CSS, JS, Node.js, version control, and agile practices.
 - SE Factory – Computer Science (2021) Intensive course covering programming, algorithms, data structures, computer architecture, operating systems, and more.
 - WorldQuant University – Applied Data Science with Python (Honors, 2021) Focus on scientific computing, Python, and data modeling.
 - Lebanese University – Technical Degree in Architecture & Topography (BT & TS, 2007–2013) Specialized technical education in civil design, surveying, and land modeling.
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Languages & Soft Skills

Languages: Arabic (Native), English (Fluent), French (Conversational)

Soft Skills: Leadership · Critical Thinking · Client-Facing Communication · Team Collaboration · Agile Coaching