



Djamel HAMMOUTENE

Salesforce Project Manager

6+ yrs Salesforce exp.

11x Salesforce Certified

Scrum Certified



LinkedIn



Site web



Trailhead

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France

EXPERIENCES

Salesforce Project Manager - Freelance

Freelance - Since September 2022 - Full-time



- ▶ Roadmap definition in collaboration with business departments.
- ▶ Target solution architecture design and configuration management.
- ▶ Project governance facilitation, including workshops, co-project meetings, and steering committees.
- ▶ Commitment management: scope, timeline, risk mitigation, and coordination of internal and external teams.
- ▶ Change management support and training for end-users.

Salesforce Marketing Practice Lead

iCom by KPMG - December 2020 to July 2022 - Full-time - Paris



- ▶ Managed a team of 10 consultants (7 functional experts, 3 developers).
- ▶ Supervised Salesforce Marketing Cloud integration projects for key accounts.
- ▶ Defined the Salesforce Marketing Cloud offering and developed the strategic partnership with Salesforce.
- ▶ Contributed to pre-sales activities and prepared commercial proposals.

Senior Consultant - Salesforce Project Manager

iCom by KPMG - June 2020 to December 2020 - Full-time - Paris



- ▶ Managed Salesforce integration projects (Sales Cloud, Service Cloud, Marketing Cloud) using Agile and Waterfall methodologies.
- ▶ Oversaw project commitments, including delivery team management, scope adjustments, budget, and timeline oversight.
- ▶ Facilitated project governance, including workshops, steering committees, and stakeholder coordination.
- ▶ Designed target architecture and executed advanced platform configuration.

Salesforce Consultant

iCom by KPMG - February 2019 to June 2020 - Full-time - Paris



- ▶ Prepared and facilitated client workshops, including the creation of functional deliverables.
- ▶ Configured and customized Salesforce solutions (Sales Cloud, Service Cloud).
- ▶ Supported the project manager: monitored project timelines, applied Agile methodologies, and maintained client relationships.
- ▶ Delivered end-user training sessions and developed practical user guides.

CRM & Marketing Business Analyst

Fenwick-Linde - September 2017 to September 2018 - Apprenticeship



- ▶ Managed email and teleprospecting campaigns, supervising a team of 6 telemarketers.
- ▶ Analyzed campaign KPIs and created reports for decision-making teams.
- ▶ Consolidated and managed customer/CRM data for internal studies.

Product Manager Assistant - Western Europe

Hilti - May 2016 to October 2016 - Internship - Yvelines



- ▶ Contributed to the marketing plan of the "Measurement Systems - Western Europe" Business Unit.
- ▶ Participated in the development of a new rotary laser, the "PM 40M."

CERTIFICATIONS



Professional Scrum Master I



Professional Product Owner I



Salesforce Administrator (201)



Salesforce Advanced Administrator (301)



Salesforce Marketing Cloud Administrator



Salesforce Sales Cloud Consultant



Salesforce Service Cloud Consultant



Salesforce Marketing Cloud Consultant



Salesforce Experience Cloud Consultant



Salesforce Platform App Builder



Salesforce Marketing Cloud Email Specialist



Salesforce Certified Marketing Cloud Account Engagement Consultant




Salesforce Certified Marketing Cloud Account Engagement Specialist


SKILLS

Key Skills

- ▶ **Salesforce:** Sales Cloud, Service Cloud, Marketing Cloud, Experience Cloud
- ▶ **Project Management:** Scrum Agile and Waterfall methodologies, strategic steering, risk management
- ▶ **Soft Skills:** Team leadership and management, functional analysis, problem-solving
- ▶ **Tools:** Salesforce, Jira, Confluence, MS Project, MS Office

LANGUAGES

 French
Native proficiency

 English
Full professional proficiency

 Arabic
Full professional proficiency

EDUCATION

Master of Science in Digital Marketing & E-Business
INSSEC (OMNES EDUCATION)

Master's degree in Strategic and Change Management
Higher Institute of Management - Versailles University