

DIEGO CAMMERINESI

Freelance Salesforce Certified Application & System Architect offering opportunity to create, design and review technical solutions, aiding the optimization of usability and performance. Customer oriented, focused on ROI increase, able to work in Agile and Waterfall. As a system integrator I master to mix speed and quality providing an end-to-end experience. I will assist you from the initial assessment and resource plan to the post go-live support.

SKILLS

- **BUSINESS DEVELOPMENT:** cost estimation and resource planning for the whole project
- **ANALYSIS:** developing relationships with all the stakeholders to run business processes analysis
- **DESIGN:** creating a detailed design including the elaboration of training materials
- **BUILD:** supporting the Development Team during the project and solve the pain points in real-time
- **TEST:** organizing a test roadmap to ensure quality and aiming to prevent customer issues
- **DEPLOY:** proper landscape management to grant integrity and continuity of delivery
- **MANAGE:** managing logistic and performance of large teams (> 50 people) remotely based
- **COMMUNICATION:** Italian (Native), English (Fluent), Portuguese (B2) and Spanish (B1)

15 SALESFORCE CERTIFICATIONS



SALESFORCE PROJECTS (SOME OF...)

- Integration with Google Cloud Platform to increase process scalability (+300% customers increase)
- Salesforce integration with Heroku, Google Cloud and Genesys for asynchronous chat app
- **Massive** data management using MuleSoft as middleware (>6 million accounts with related transactions)
- Asset for utilities (Gas, Power and Water) inclusive of all business processes and integrations
- NewVoiceMedia Phone System implementation in Salesforce (300 users worldwide, -40% infrastructure cost)
- Salesforce business processes migration from channel to country-oriented model (-60% time to market)
- Google Analytics to Salesforce integration (Marketing) (+40% BI data, +10% lead conversion rate)
- Scoring/Priority leads custom system to measure quality and drive the sales trends (+25% lead conversion rate)
- Salesforce data export and sync to external database for advanced BI analysis
- Public Sector Implementation (Omnistudio, Grant Management, No Profit Success Pack, ...)

ADDITIONAL TRAININGS & CERTIFICATIONS

- Professional Scrum Master I [Scrum.org]
- Major Incident & Problem Management [Fujitsu]

EXPERIENCES

FEBRUARY 2022 – CURRENT

Salesforce Program Architect [B2B, B2G] / Freelancer, Remote

As a freelancer I work as Architect to find the solution with highest ROI, following it from the very initial stage to the delivery. Working on different sector, my mainly task are:

- Coordinate design and integration of overall architecture and parts of proposed systems with clients
- Assuring constant development and customization while granting compliance and security rules
- Develop Salesforce App both in Apex/VisualForce and Lightning/LWC frameworks
- Determine technical needs such as hardware, software, scalability and security requirements
- Preparation and authoring on documentation, tech specs and training material (train the trainer)
- Expertise in integration technologies, including SOAP and REST based web services
- Manage high volume data (M records) assuring quality and correctness
- Lead and support the development/maintenance team during the full development lifecycle
- Expertise in the Salesforce Landscape Management, deployment process and source control
- Perform research on new technologies features while engineering them to business application
- Design and presenting solutions and tenders for new business development

JULY 2020 – JANUARY 2022

Salesforce Program Architect Manager [B2B, B2G] / Accenture, Rome

As a manager in the Salesforce Program Architect team, I worked as a specialist to help Salesforce clients to get the most from their investment. Mixing the technical skills with a day-by-day customer involvement, my role was to identify customers' pain points to prescribe solutions.

FEBRUARY 2020 – JUNE 2020

Salesforce Technical Architect [B2B, B2G] / BrightGen, London

Technical Architect in Project Team designing solutions directly with customer workshops. Worked in synergy with delivery and QA team to ensure on time and on cost delivery.

NOVEMBER 2016 – JANUARY 2020

Salesforce Technical Architect [B2B, B2G] / Accenture, Rome

Reporting directly to the Head of Delivery the focus was following projects end to end granting the planning, coordination, management and execution of Technology Strategies.

MAY 2013 – OCTOBER 2016

Salesforce Data Analyst & Process Manager [B2B, B2C] / Kaplan, London

As a part of sales operations, I was dealing with all stakeholders to perform in-depth analysis of business practices and provide recommendations to improve the processes worldwide aiding sales acquisition.

FEBRUARY 2011 – APRIL 2013

Customer Care Service [B2B] / Fujitsu, Lisbon

JANUARY 2001 – JANUARY 2011

Manager IT [B2B, B2C, B2G] / Digital Center Italia, Rome