

Amr Magdy Abd El-Fattah

Salesforce CRM Consultant · Apex & LWC Development · 4x Certified · Remote

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+30%

Pipeline Visibility

20+ hrs

Saved / Week

+25%

User Adoption

300+

Cases Resolved

6+

Systems Integrated

Professional Summary

Strategic Salesforce CRM Consultant with hands-on Apex and LWC development experience, specializing in real estate. I build the systems real estate companies actually run on — centralized Configuration Objects managing 50+ automation rules, custom Apex integrations syncing RingCentral call logs, Kanban LWC components deployed company-wide, full-funnel campaign ROI dashboards, and multi-system integrations across 6+ platforms. My 7-year background as an Adobe Certified Instructor (8,000+ students, 4.9/5 rating) means the solutions I build get genuinely adopted — not just delivered.

Core Expertise

Salesforce Platform

- Flow Builder & Process Automation
- Apex (Schedulable, Queueable, Batch, Triggers)
- Lightning Web Components (LWC)
- Configuration Object Architecture
- Reports, Dashboards & Scorecards
- Data Loader & Mass Updates

Integrations & Tools

- RingCentral Apex API Sync (100% automated)
- DocuSign, QuickBooks (4 accounts)
- SmrtPhone, Zapier, Google Drive
- Tableau Connected to Salesforce
- Python for Data Cleaning & Migration
- Salesforce ↔ Slack Direct Integration

Real Estate Specialty

- Lead Routing & Speed-to-Lead Automation
- Campaign Attribution via Call Tracking
- Transaction Coordination Workflows
- Marketing ROI Tracking by Campaign
- Property Acquisition Pipeline Architecture
- Duplicate Lead Detection & Management

Professional Experience

Salesforce CRM Platform Manager

Jun 2024 - Present

Central City Solutions · Remote · Columbus, OH, USA

Real estate acquisition company — full-cycle CRM design, Apex development, LWC customization, and multi-system integration.

- Built a centralized Configuration Object managing 50+ automation rules (Slack, email, SMS, tasks) — non-technical users add and disable automations without developer involvement.
- Developed MergeFieldReplacer Apex class replacing merge field tokens in automation templates with live Salesforce data, supporting cross-object lookups, date arithmetic, and system variables.
- Built RCDailyCallLogSync — Schedulable Apex with chained Queueable processing that auto-syncs RingCentral call logs into Salesforce Tasks daily, matching calls to Leads by phone number. [-2 hrs/user/wk]
- Migrated 30+ Zapier automations to native Salesforce Flows after repeated API limit violations — eliminating external dependency, cutting costs, and improving trigger speed from minutes to milliseconds. [30+ flows]
- Integrated 6+ external systems: RingCentral, DocuSign, QuickBooks (4 accounts), SmrtPhone, Google Drive, and Tableau — all synced to Salesforce automatically.
- Built custom LWC Queue Task Manager with sort/filter, color-coded dates, custom mobile notifications, and utility bar deployment — adopted company-wide.
- Designed complete Transaction Coordination system: custom Kanban LWC board, 15+ automated task triggers, DocuSign status tracking, TC scorecard, and post-close review automation.
- Built Marketing ROI dashboard tracking cost-per-lead, cost-per-appointment, and lead-to-contract rates by campaign — driving weekly leadership decisions. [+30%]
- Used Python to clean 247 leads with invalid phone fields; bulk-updated 115 lead-campaign mappings; managed onboarding of 45,000 prospect buyer records.
- Built intelligent duplicate lead detection: preserved historical homeowner records, copied campaign strategy, and sent real-time Slack alerts on every duplicate. [+25%]

Salesforce CRM Consultant (Post-Implementation)**Apr 2025 - Jun 2025**

Pezon Properties · Remote · PA, USA

Handover consulting after the main implementation — 50+ delivered requests ensuring the incoming developer had a fully documented, stable platform.

- Built a full-funnel campaign performance dashboard with 25 metrics — gross/net leads and response rates, opportunity, appointment, signed agreement, and closed deal rates, cost-per metric at every funnel stage, net profit per unit, and return multiple — filterable by week, month, and quarter.
- Automated lead source and campaign attribution from call-tracking phone numbers across direct mail, Google Business Profile, PPC, and web — plus web-to-direct-mail campaign matching by street address.
- Rebuilt the Transaction Coordination application: conditional stages for cash vs. financed purchases and SFH/MFH/5+ unit logic, a 40+ field property onboarding checklist stage, and required quality-control gates blocking stage progression.
- Automated the lead lifecycle: status transitions on outbound activity, 30-day inactivity handling, 24-hour stale-lead email escalations, follow-up task automation with overdue notifications, and required-field gates before lead conversion. [+20%]
- Built speed-to-lead, missed-call-to-callback, live answer rate, and text response time reporting — excluding spam calls and inbound texts for honest numbers.
- Integrated DocuSign for agreements of sale, automated quarterly campaign creation with naming conventions, and built a Google Sheets + Zapier lead import pipeline. [+15%]
- Enforced data governance: conversion-only opportunity creation, locked lead-status edits, duplicate handling across prospect/homeowner records, Do Not Mail/Call/Text compliance, and per-user permission matrices.

Salesforce CRM Platform Manager (Part-Time)**Oct 2024 - Mar 2025**

Pezon Properties · Remote · PA, USA

- Developed a full financial analytics system tracking property expenses, acquisition costs, renovation budgets, and net profit per deal — giving leadership accurate P&L visibility at the individual deal level.
- Built cost-per-lead and cost-per-opportunity calculations broken down by campaign and lead source — revealing the true ROI of every marketing channel.
- Created performance dashboards showing which campaigns (direct mail, dialers, PPC, TV, referrals) generated the most profitable leads vs. just the highest lead volume — directly informing marketing budget decisions.
- Built revenue and expense reports separating acquisition cost, holding costs, and net profit — enabling leadership to see real profitability, not just closed deal counts.
- Reduced operational inefficiencies through CRM implementation and process automation. [-25%]

Salesforce Administrator & Developer**Feb 2024 - Nov 2024**

SyIndr · Hybrid · Cairo, Egypt

Egypt's leading used-car marketplace — maintained and developed features on an enterprise Salesforce platform covering the full vehicle lifecycle.

- Maintained and extended features across multiple domains of the vehicle lifecycle platform: lead management, duplicate vehicle detection, inspection visits, quality control, spare parts inventory, work orders, refurbishing, pricing, pre-sale stages, and B2C & dealer sales workflows.
- Developed features and fixes using Apex, Lightning Web Components, and Flows — working within an existing complex codebase across multiple custom objects.
- Managed user provisioning, roles, and permission sets ensuring secure CRM access.
- Improved data quality through validation rules and automation across pipeline stages. [-15% errors]

Jr. Salesforce Marketing Cloud Consultant**Oct 2023 - Dec 2023**

Conx Digital · Remote · UAE

- Marketing Cloud implementation, configuration, and data migration for UAE-based client.
- Built automated customer journeys increasing marketing engagement. [+10%]

Adobe Certified Instructor & Expert**2015 - 2023**

Twjeh · Critical Innovation · YAT · Engosoft · Russian Culture Center · Global · Egypt, UAE, Saudi Arabia

- Trained 8,000+ students globally in Photoshop, Illustrator, and InDesign — 4.9/5 course rating. [4.9/5]
- One of five Adobe-authorized training partners in the Middle East — certified Instructor and Expert.
- This training background directly drives above-average Salesforce user adoption outcomes at every client.

Certifications

- ✓ Salesforce Certified Administrator — Mar 2023
- ✓ Salesforce Certified Associate — Nov 2023
- ✓ Adobe Certified Instructor (Ps, Ai, InDesign) — 2019
- ★★ Trailhead Double Star Ranger — 20 Superbadges · 210+ Badges · 130k+ Points · Verify: salesforce.com/trailblazer/amrmagdyai
- ✓ Salesforce Certified Platform App Builder — Apr 2023
- ✓ Salesforce Certified AI Associate — Nov 2023
- ✓ Adobe Certified Expert (Ps, Ai, InDesign) — 2019

Education

Bachelor of Business Administration · Faculty of Commerce, Cairo University · 2020 · Cairo
Arabic — Native · English — Fluent