



# MAXIME REBIBO

TECH LEAD SALESFORCE COMMERCE CLOUD (SFCC) - FREELANCE - 1100€/Day

## ◦ DETAILS ◦

- 📍 Montrouge, 92120, France
- ☎ 06.34.59.74.88
- ✉ [maxime@rebibo-consulting.com](mailto:maxime@rebibo-consulting.com)

## ◦ SKILLS ◦

Salesforce Commerce Cloud  
(SFRA and Site Genesis)

Git

Javascript (+jQuery)

Agile Methods

JIRA (Kanban)

## ◦ LANGUAGES ◦

English

French

## ◦ HOBBIES ◦

- 📄 Origami
- 📦 Rubik's Cube
- 📺 Close-up Magic Tricks
- 📱 Tiny Wings (world champion)

## ◦ LINKS ◦

- 🌐 [LinkedIn](#)
- 📺 [YouTube](#)
- 📄 [GitHub](#)
- 🌐 [Blog](#)
- 📄 [Trailblazer](#)
- 📄 [SFCC Jobs](#)

## 👤 PROFILE

Technical expert in Salesforce Commerce Cloud solutions for over 8 years. The clients I have worked with recommend me for my excellent business vision as well as my technical and functional analysis abilities.

My engagement in various international projects has allowed me to acquire excellent interpersonal skills, rigor, an outstanding team spirit, and the quality of my work.

## 📁 EMPLOYMENT HISTORY

### CEO and Founder of SFCC Jobs - [www.sfcc-jobs.com](http://www.sfcc-jobs.com)

May 2022 – Now (1 year and 7 months)

- Creation of a new Recruiting Platform dedicated to Salesforce Commerce Cloud

### Tech Lead Salesforce Commerce Cloud at Madagence, Paris (Remote)

January 2023 – Now (1 year)

Technical Lead on the Béaba, Sisley (SFRA) projects, and another confidential one:

- Code reviews and recommendations for good development practices
- Go-Live (Rollout) for the Béaba Project in NALA region (US and Canada)
- Implemented many 3<sup>rd</sup> Parties (Service Cloud, Adyen, Klarna, Apple Pay, BriteVerify, SAP, Avatax, etc.)
- Created many internal automation tools for the developers team

### Tech Lead Salesforce Commerce Cloud at Hexagone Digitale, Morocco (Remote)

September 2022 – October 2022 (1 month)

Development of a Commerce Cloud Marketplace connected to the Mirakl solution as a 3<sup>rd</sup> Party for the Wasal project (the next Amazon in Morocco):

- Improvements in images performance (DIS)
- Automation of swatch images import from Mirakl to Commerce Cloud

### Tech Lead Salesforce Commerce Cloud at Pictime Groupe, Lille (Remote)

July 2022 – August 2022 (2 months)

- Target2Sell integration to replace Einstein recommendations on the Pimkie project
- Conception and customization to display recommendations on page load

### Tech Lead Salesforce Commerce Cloud at Pictime Groupe, Lille (Remote)

June 2021 – March 2022 (10 months)

Technical referent on the Pimkie (Site Genesis) and Blancheporte (SFRA) projects:

- Code reviews and recommendations for good development practices
- Deployments with GoCD
- Responsible for code quality, deliverables, and releases
- Complex technical estimations and designs
- Upgrading the junior development skills
- Supporting clients on the project
- Implemented Einstein recommendations
- Analysis and improvements of site performance
- Major SFRA version upgrade
- Participation in architecture workshops

### Back-End developer Salesforce Commerce Cloud at Kering, Paris (Remote)

December 2019 – May 2021 (1 year and 6 months)

Various integrations during migration work from the YNAP platform to SFCC for **Balenciaga**, **Bottega Veneta**, **Yves Saint Laurent**, and **Alexander McQueen** brands:

- Core model under SFRA architecture
- Conceptions and developments in a multi-realms international context
- SEO improvement and advanced URLs mapping implementation

### Back-End developer Salesforce Commerce Cloud at Clever Age, Paris (Remote)

November 2019 – December 2019 (1 month)

Migration of the Target2Sell cartridge from Site Genesis to SFRA:

- Converted the project from 1 cartridge to 4 modular cartridges
- Converted pipelines to controllers and .ds files to .js + implemented ESLint
- Implemented A/B Testing feature.

### Back-End developer Salesforce Commerce Cloud at Viseo Technologies, Boulogne-Billancourt

September 2017 – November 2019 (2 years and 2 months)

Worked on multiple projects such as **La Grande Épicerie**, **Rimowa** (Site Genesis), **Fenty**, and **Longchamp** (SFRA):

- Work on both Site Genesis and SFRA architectures
- **Headless** and **SPA** experience on SFRA for the Fenty project
- In-depth training of multiple juniors on SFCC + Code reviews
- Creation of a specific tablet version for Longchamp sellers in store
- Third-party services technical implementation (GTM, eFulfilment, Bazaarvoice)
- Jest Unit Tests
- Development of a migration script from a Magento database to Salesforce Commerce Cloud (registered customers and order history) with Node.js
- Customer Service Center Customization in the Business Manager (BM Cartridge)

### Back-End developer Salesforce Commerce Cloud at Itelios, Paris

September 2015 – September 2017 (2 years)

Within the TPM corrective team, development of more than 25 e-commerce sites of the L'Oréal group (YSL Beauty, NYX, Urban Decay, Lancôme, Clarisonic, Biotherm, Dermacenter, Kiehl's, SkinCeuticals, Ma Beauté Luxe):

- Writing Technical and Functional Specification Documents
- Customer reviews implementation (Bazaarvoice cartridge + customization)
- Site Genesis (Controllers et Pipelines) architecture

### Analyst developer Symfony2 at Babblér, Paris

September 2014 – September 2015 (2 years)

Development of the Babblér website (professional social network specialized in press relations) with Symfony2 (+ Doctrine ORM) and Bootstrap 3 Frameworks.

## EDUCATION

### MIAGE Master by apprenticeship, UFR Paris Descartes, Paris

September 2015 – September 2017

### MIAGE (Computer Science Applied to Business Management) license by apprenticeship, IUT Paris Descartes, Paris

September 2012 – September 2015

## CERTIFICATIONS

### Salesforce Certified B2C Commerce Developer

[Salesforce Profile](#) · Certification ID: 23030985