



Gonzalo Alcocer

Salesforce Engineer · Integration Developer

I connect Salesforce with the systems a business already runs: CTI, messaging bots, maps and REST APIs.

alcocergonzalomatias@gmail.com · Trailhead: galcocer · LinkedIn · My Assistant (Lina)
· Argentina · remote

Salesforce developer with over 4 years in consulting firms (Capgemini, NTT DATA, Inetum) and experience in banking, insurance and energy (Kutxabank, Laboral Kutxa, HDI Seguros, Edesur). I specialize in Service Cloud, Apex, and conversational bots with Einstein Bots, and I integrate Salesforce with other systems: CTI, maps, OmniStudio, and messaging channels. Salesforce Certified User Experience Designer: I design solutions people actually use. I also build AI agents, like Lina (WhatsApp, with n8n and Groq). n8n connects to his Salesforce org with OAuth 2.0 and writes the log of each ticket; the /proyectos map shows it live.

EXPERIENCE AS A SALESFORCE DEVELOPER

Capgemini

Apr 2025 – present

Sr Solution Consultant · UX Design

- Lead the migration of WhatsApp and Facebook Messenger bots from Einstein Bots to Enhanced Bots across Latin America: Chile, Peru, Argentina and Colombia.
- Developer on the Edesur project (energy): enhancements and end-to-end planning, including several Lightning Web Components.

NTT DATA

Apr 2024 – Feb 2025

Apex Developer · UX Design

- Implemented the Salesforce integration with CTI Cloud (Genesys) in the banking sector.
- Integrated Esri ArcGIS (maps) and built solutions with OmniStudio.
- Built proofs of concept (POCs) and pre-sales demos.

Inetum

Apr 2022 – Mar 2024

Apex Developer · Release Manager

- Worked on the Kutxabank project (financial sector): Apex solutions and interfaces designed with UX principles.
- Implemented Financial Services Cloud for Laboral Kutxa, with triggers and automations.
- Built a Lightning Web Component for HDI Seguros showing each sales advisor's sales log.
- Planned, coordinated, and oversaw the delivery of each release (release management).

SKILLS: SALESFORCE, INTEGRATIONS AND AI

Salesforce: Apex (triggers, SOQL), LWC, Flow Builder, OmniStudio, Einstein Bots, Service Cloud, Financial Services Cloud, Big Objects

Tools: Copado, Git/GitHub, Salesforce CLI, Jira, Scrum

Integrations: REST APIs, OAuth 2.0, Genesys Cloud CTI, Esri ArcGIS, n8n, WhatsApp

Web: JavaScript, Node.js, Express, React, MySQL, Python/FastAPI, Docker, Linux

CERTIFICATIONS



Salesforce Certified User Experience Designer

Credential on Trailhead

EDUCATION

Digital House · Full-Stack Web Developer (2021)

Inetum · Salesforce Bootcamp