

Mendel Minkowicz, Passionate Tech Professional | Driving Digital Transformation

Daytona Beach, FL, United States, (678) 612-8355, mminkowicz@gmail.com

LINKS

[LinkedIn](#)

PROFILE

I am a Solutions Architect and Technology Consultant who helps small and mid sized organizations set up and run the systems that keep their business moving.

My core skills are CRM and systems design, data management, custom development, and AI tools and automation. On the CRM side I work with platforms such as Salesforce and HubSpot to design and build complete setups, from discovery through implementation, training, and support.

For data, I clean, structure, and move information so reports are accurate and teams can trust what they see. Through custom development and AI, I build the extra pieces that do not exist in standard platforms, such as web apps, integrations, and smart automations that remove manual work.

My approach is simple. I take the technology burden off the teams I support so they can focus on the work that matters. Whether the role involves implementing a new CRM, fixing a broken stack, migrating and cleaning data, or building something completely new, I focus on secure, scalable, and easy to use systems that create measurable results and happier users.

EMPLOYMENT HISTORY

Jan 2023 — Present

Founder, Minkowa

Founded a full-service technology company delivering end-to-end solutions across custom software development, CRM implementation, AI automation, database architecture, DNS and infrastructure, SEO, and digital optimization. Build from scratch or implement and customize existing platforms, from custom CRMs, web and mobile apps, and AI tools to Salesforce, HubSpot, and everything in between. Serve clients across a wide range of industries, handling everything from architecture and development to deployment, training, and ongoing support.

Custom Software & Web Development

- Engineered and shipped full-stack web applications, websites, SaaS products, mobile apps, internal tools, and client portals — built to scale from day one
- Architected modern React and Next.js frontends with server-side rendering, static generation, dynamic routing, API routes, and optimized rendering strategies
- Built and maintained RESTful and GraphQL APIs, handling authentication, rate limiting, caching, versioning, and documentation
- Developed scalable Node.js and Python backends with microservices architecture, serverless functions, background job queues, and event-driven processing
- Built cross-platform mobile applications with React Native and Expo — push notifications, deep linking, offline support, and shared backends with web
- Implemented full authentication systems including OAuth2, JWT, magic links, SSO, MFA, session management, and row-level security
- Built custom PDF generation engines, e-signature capture flows, automated document pipelines, file upload and storage systems, and scheduled reporting
- Developed real-time features using WebSockets, Socket.io, and Supabase Realtime — live dashboards, notifications, collaborative tools, and chat systems

CRM — Custom Builds & Platform Implementation

- Designed and built custom CRM systems from the ground up — custom pipelines, contact and deal management, activity tracking, role-based access, automation engines, and analytics dashboards purpose-built to each client's exact workflow
- Salesforce — custom objects and fields, page layouts, record types, validation rules, Flow, Process Builder, Apex triggers, Apex classes, batch jobs, scheduled jobs, SOQL/SOSL, Lightning Web Components, Aura components, permission sets, profiles, sharing rules, territory management, forecasting, CPQ configuration, and full org deployments via change sets and CI/CD
- Implemented and customized a wide range of CRM platforms including HubSpot, Monday.com, Zoho CRM, Pipedrive, GoHighLevel, and Notion — handling everything from initial architecture and configuration to automation, integrations, reporting, and full team rollout
- Executed large-scale data migrations, deduplication, transformation, and cleansing across hundreds of thousands of records with full mapping, validation, and audit trails
- Built custom integrations between CRM platforms and external systems — syncing sales, marketing, support, and finance data into unified pipelines
- Delivered system architecture documentation, admin guides, onboarding flows, training sessions, and ongoing support driving full team adoption and measurable ROI

AI & Intelligent Automation

- Designed and built AI agents, chatbots, voice agents, and automation systems using OpenAI, Google Gemini, Anthropic Claude, Mistral, and open-source models
- Architected RAG pipelines, agentic workflows, and LLM integrations embedded directly into client CRMs, internal tools, and business processes
- Monitored and optimized LLM performance in production using Langfuse — tracking traces, latency, token usage, and output quality
- Advised clients on AI strategy, model selection, cost optimization, and responsible deployment at scale

Data & Automation

- Cleaned, deduplicated, and transformed 350k+ records across client databases, CRMs, and spreadsheets — ensuring data accuracy, consistency, and analytics readiness
- Built custom Google Apps Scripts automating data processing, reporting, syncing, and workflow triggers directly within Google Sheets and Google Workspace
- Designed and executed large-scale data migrations across platforms with full mapping, validation, transformation, and audit trails
- Built automated data pipelines for ingestion, enrichment, deduplication, and delivery across multiple systems in real time

Integrations & Infrastructure

- Built custom APIs, webhooks, middleware, and ETL pipelines connecting client platforms across CRM, payments, communication, accounting, and productivity tools
- Deployed and managed cloud infrastructure on AWS and GCP with Docker, Kubernetes, and CI/CD pipelines via GitHub Actions
- Configured DNS, SSL, CDN, DDoS protection, SPF/DKIM/DMARC, and email deliverability across all client stacks
- Set up monitoring, error tracking, alerting, and incident response across all production environments

SEO & Digital Optimization

- Conducted technical SEO audits — crawlability, indexation, Core Web Vitals, structured data, and mobile responsiveness
- Implemented GA4, Search Console, UTM strategies, event tracking, and custom performance dashboards
- Executed CRO including A/B testing, landing page optimization, heatmap analysis, and micro-conversion tracking
- Set up local SEO — Google Business Profile, citations, NAP consistency, and location-based schema markup
- Optimized performance via image compression, code minification, lazy loading, caching, and CDN strategies

Tech: TypeScript, JavaScript, Python, Go, SQL, Bash, React, Next.js, React Native, Tailwind CSS, TanStack Query, Zustand, Node.js, NestJS, Express, FastAPI, Prisma, Drizzle, REST, GraphQL, tRPC, WebSockets, PostgreSQL, MongoDB, Redis, pgvector, OpenAI, LangChain, Vector Databases, RAG, AWS, GCP, Docker, Kubernetes, GitHub Actions, Terraform, Clerk, OAuth2, JWT, Stripe, Webhooks, Git, Vercel

Oct 2022 — Present

Sr Application Consultant, GForce Technology Consulting

Focused on Salesforce customization and integration to optimize business processes and enhance system functionality.

- Designed and implemented tailored Salesforce solutions aligned with specific business needs.
- Created custom objects, fields, workflows, validation rules, and automated processes to improve efficiency.
- Developed and integrated custom Visualforce pages and Apex classes/triggers to extend Salesforce capabilities.
- Executed seamless integration of external applications with Salesforce, facilitating effective data exchange.
- Managed deployment of new features and enhancements, ensuring successful implementation in live environments.

Jan 2022 — Sept 2022

Salesforce Administrator, Rubicon

Oversaw Salesforce configuration and user support to optimize business processes and data management.

- Customized Salesforce functionalities, including the development of custom objects, fields, workflows, and validation rules to align with business requirements.
- Provided technical assistance for users, addressing inquiries, resolving issues, and facilitating training sessions to enhance system understanding.
- Managed user account creation, profile settings, and permission assignments to maintain appropriate access levels.
- Controlled data security by adjusting user privileges and ensuring compliance with best practices.
- Executed data integrity checks, handled data import/export tasks, and led initiatives for data cleanup and deduplication.
- Developed and sustained reports and dashboards to support data-driven decision-making.

Jan 2019 — Jan 2021

Principal / Sales Agent, Plasma Funding, LLC

Alpharetta, Georgia,
United States

Focused on delivering tailored financial solutions to small businesses, addressing their specific needs and challenges.

- Founded a company to deliver prompt financial solutions to a diverse clientele of small businesses.
- Identified prospective customers, showcased product advantages, and successfully negotiated contracts to implement services.
- Ensured high-quality customer service through effective communication and innovative problem-solving.

EDUCATION

Jun 2025

Software Engineer, Flatiron School

Studying to become a Software Engineer

SKILLS

CRM Systems & Administration

Client Relationship Management

Systems Integration

Strategic Planning

Process Automation &
Workflow Optimization

Problem Solving

Data Management & Reporting

Communication

Sales & Business Development

Project Management