



Alicem Bülbül

Senior Salesforce Solution Architect

Salesforce professional with 8+ years of experience designing, implementing, and operating scalable Salesforce solutions. Strong focus on solution architecture, integrations, CPQ/FSL, and process automation. Experienced in working cross-functionally with stakeholders, leading technical decisions, and delivering stable, maintainable systems in remote-first and hybrid setups.

EXPERIENCE

SENIOR SALESFORCE ADMINISTRATOR, BEYONNEX.IO GMBH — 2024-NOW

- Designed and owned Salesforce solution design across Sales and CPQ-related processes, with a strong focus on scalability and maintainability
- Led cross-team initiatives for backup strategies, document archival, and system integrations, coordinating implementation with development teams
- Implemented and optimized Conga Composer & Sign, PDF Butler, significantly improving document generation and contract workflows
- Integrated Zendesk with Salesforce to improve customer support workflows and data consistency
- Acted as main technical contact for stakeholders, delivering trainings, feature rollouts, and architectural guidance
- Supported platform reliability by monitoring Kafka-based Salesforce integrations and advising teams on optimization

SALESFORCE CONSULTANT, FACTORY42 GMBH — 2023-2024

- Delivered consulting for multiple enterprise and mid-sized clients across Sales and Service Cloud
- Led Pardot, Sales Cloud, and Service Cloud migrations, ensuring data integrity and business continuity
- Supported Hyperforce migrations and post-migration stability on AWS-based infrastructures
- Streamlined order and product creation processes to reduce complexity and improve usability
- Developed a custom Personio-Salesforce integration used internally, providing API design guidance to backend teams
- Advised on GDPR compliance and middleware security (OAuth-based integrations)
- Created custom CPQ quote templates using CSS and Salesforce tooling
- Coordinated with client technical teams to ensure successful implementation and adoption

SALESFORCE SOLUTION ARCHITECT, SOLUTIONFACTS CONSULTING GMBH — 2021-2023

- Designed end-to-end Salesforce solution architectures for complex, integration-heavy environments across multiple enterprise clients
- Implemented Field Service Lightning (FSL) solutions for multiple clients, improving dispatch accuracy and operational efficiency by up to 40%
- Designed robust data models ensuring integrity between ERP systems and Salesforce, preventing data inconsistencies
- Led UAT phases and acted as the main technical advisor for stakeholders throughout project lifecycles
- Delivered CPQ integrations (Epicor CPQ), including project and deployment management, refactored legacy automations, and future-proofed APEX implementations
- Implemented Experience Cloud solutions to enhance customer engagement and self-service capabilities
- Conducted user trainings and workshops to drive adoption and long-term system success
- Mentored consulting team members on technical best practices and solution design

CO-FOUNDER & CTO / CRM & CLOUD, DIGITAL ZOLUTIONS GMBH — 2020-2021

- Founded and led a consulting company focused on CRM, cloud architecture, and system integrations
- Designed and delivered complex ERP-CRM integrations for enterprise clients, managing full project lifecycle
- Led and mentored development teams of 3-5 developers across CRM and web projects
- Implemented Salesforce and Zoho-based solutions including CPQ, FSL, and custom middleware
- Acted as technical lead in architecture decisions, API design, and stakeholder communication
- Defined project scope, milestones, and resource allocation for multiple concurrent client engagements
- Provided architectural guidance to backend teams on integration patterns and API development

FREELANCE SALESFORCE CONSULTANT — 2018-2020

- Delivered Salesforce implementations and optimizations for Sales and Service organizations
- Designed GDPR-compliant solutions and improved data integrity across multiple clients
- Implemented VoIP, Sales Enablement, and automation solutions to increase user adoption and operational efficiency
- Provided technical consultation on system optimization and process automation

SALESFORCE ADMINISTRATOR, URBAN TECHNOLOGY GMBH — 2018

- Managed CI/CD using SFDX and implemented automated test environments using Provar
- Conducted user trainings and managed tool ecosystem including AWS
- Integrated call center with Natterbox and developed custom Visualforce solutions

SALESFORCE ADMINISTRATOR, MOVE24 GROUP GMBH — 2017-2018

- Administered user accounts for over 200 users across Sales, Service & Marketing Cloud
- Implemented various integrations including Natterbox, Conga, SMS Magic & S-Docs
- Collaborated on roadmaps and sprint planning with management

OPERATIONS MANAGER, MOVE24 GROUP GMBH — 2016-2017

CUSTOMER SERVICE AGENT, MOVE24 GROUP GMBH — 2015-2016

SALES, PRO MUSIC FACTORY UG — 2010-2015

SKILLS

Salesforce Sales Cloud, Service Cloud, CPQ, Field Service Lightning, Experience Cloud, Pardot, Einstein, APEX, Lightning Web Components, Visualforce

Architecture & Integrations REST/SOAP APIs, Middleware, ERP integrations, Kafka-based messaging, OAuth, Data Modeling

Cloud & DevOps AWS, Azure DevOps & Functions, Heroku, Docker, Kubernetes, CI/CD (GitHub Actions, Jenkins, Copado)

Additional Technologies JavaScript, PHP, Go, Node.js, Postgres, Linux, Nginx

Leadership Technical Team Lead, Mentoring, Cross-functional Coordination, Stakeholder Management

CERTIFICATIONS

Salesforce Administrator • CPQ Specialist • Platform App Builder • AI Associate

Zoho Analytics Consultant • CRM Consultant

Kanban Team Practitioner