

Junior Lima

SALESFORCE TECHNICAL ARCHITECT

Berlin, Germany • [linkedin.com/in/juniorlima-tech](https://www.linkedin.com/in/juniorlima-tech)

PROFILE

Salesforce Developer and Administrator (Certified) with 8+ years across Salesforce and Revenue SaaS. Deep command of the software development lifecycle, continuous delivery, system integration, and requirement engineering, with a focus on aligning technical solutions to business objectives in Revenue Operations and Enablement.

EXPERIENCE

Salesforce Technical Architect • [Aroundhome](#)

Apr 2025 – Present • 1 yr 6 mos

Berlin, Germany • Hybrid • Full-time

- Own the end-to-end technical design of Salesforce solutions, ensuring scalability, performance, security, and alignment with enterprise architecture standards.
- Lead technical delivery of custom development, integrations, and data migration, keeping solutions within best practices and platform limits.
- Define and enforce coding standards, integration patterns, and architectural guidelines through design reviews, code reviews, and technical governance.
- Mentor the wider team, troubleshoot complex issues, and continuously improve the Salesforce landscape.

Global Application Manager • [Optibus](#)

Mar 2023 – Nov 2025 • 2 yrs 9 mos

Berlin, Germany • Hybrid • Full-time

- Partnered with business stakeholders to identify application needs and assessed the existing landscape to surface gaps and improvement areas.
- Selected and implemented applications, working with vendors, building custom apps, and integrating third-party tools.
- Managed the full application lifecycle from development to deployment, maintenance, and retirement, including budgets, timelines, and resources.
- Delivered Salesforce development with Apex, Lightning Web Components, and Aura, plus API and web-service integrations.

CRM / Salesforce Manager • [InstaFreight](#)

Aug 2020 – Feb 2023 • 2 yrs 7 mos

Berlin, Germany • Full-time

- Proposed and implemented solutions to meet business requirements across the group.
- Provided day-to-day platform administration, maintenance, and support for all business users.
- Advised on platform capabilities and best-practice implementation approaches and trade-offs.
- Maintained full documentation and associated communications.

Senior Solutions Consultant / Salesforce Expert · Talkdesk

Jul 2019 – Aug 2020 · 1 yr 2 mos

Lisbon, Portugal · On-site · Full-time

- Managed implementation of Talkdesk software and its integrations, including Salesforce, Zendesk, and third-party middleware.
- Administered, analysed, designed, and developed solutions in line with best practices.
- Liaised with business analysts, end-users, team leaders, and managers to review and clarify requirements.
- Challenged project stakeholders to ensure the ideal solution was found.

IT Business Analyst · American Tower

Mar 2018 – Jun 2019 · 1 yr 4 mos

On-site · Full-time

- Implemented new features on the Salesforce Platform using Lightning and Apex.
- Built multi-level API integrations, including RESTful and SOAP services.
- Ensured high-quality solutions through code reviews, testing, and Salesforce standards, and supported a BDD approach with QA.
- Improved the development process and built continuous-delivery pipelines (branching, testing, merging, Jenkins) within cross-functional teams.

EDUCATION & SKILLS

USP – Universidade de São Paulo

Postgraduate, Internet of Things · Computer / Information
Technology Management

Jan 2015 – Nov 2017

Faculdade de Tecnologia Carlos Drummond de Andrade

Bachelor, Systems Analysis and Development

Jan 2013 – Dec 2015

SALESFORCE

Apex Lightning Web Components Aura
Flows Administration
Solution Architecture

INTEGRATION & DELIVERY

REST / SOAP APIs Data Migration
CI/CD · Jenkins Continuous Delivery

DOMAIN

Revenue Operations CRM
Requirement Engineering
Technical Governance