

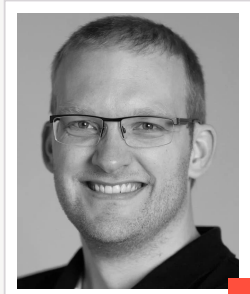
Freelance Software Architect & Senior Software Engineer

Florian Ulrich

Software Architecture · Backend & Full-Stack · AI Integration · Workflow Automation · Data Pipelines · Lead Data & Outbound

Meckenheim, near Bonn (Bonn/Cologne area) · +49 176 19253865 · florian@nimblean.de

German (native) · English (fluent, business-fluent for negotiations, C1)



Florian Ulrich
Meckenheim, near Bonn

Available immediately

Remote; on-site by arrangement

Freelance via Nimblean GmbH

■ Profile

I strengthen development teams in software architecture, backend and full-stack development, AI integration, and automation, covering the whole path: process analysis, architecture, implementation, testing, live operations, and handover. I have been developing software since 2008; as technical co-founder, I built a SaaS platform for Amazon market data with Java/Spring Boot from 2019 to 2024, contributed hands-on to its development, and was responsible for it in production for five years. Since 2023, I have delivered projects for more than 25 clients: full-stack applications, internal tools, data pipelines, workflow automations with n8n and Make, lead data and outbound systems with Clay and Smartlead, AI integrations with human review, and AI coaching for teams. AI supports my development work; I take personal responsibility for architecture decisions, code reviews, and tests.

■ Selected results

01 Co-founded a software company and built its technology

Amazon sellers needed reliable market and product data. As technical co-founder of Egrow, I designed and helped develop the software for this; it analyzed millions of Amazon pages every day. I also provided technical guidance to the team of eight. At its peak, recurring subscription revenue reached around EUR 60,000 per month.

02 Largely automated influencer outreach for an agency

Previously, the team picked influencers by hand and sent one email to all of them. Details from the replies were extracted manually, missing information was requested, and everything was transferred into other systems. I developed a system that takes over the selected influencers, sends emails and reminders automatically, checks replies for missing details, captures the data, and suggests responses. The team still makes the decisions.

03 Moved customer data from 61,876 emails into a customer database

At a rental company, customers, quotes, and invoices had been scattered across emails and PDF attachments for years. I automatically analyzed 61,876 emails and 23,448 PDFs, identified 485 customers, matched 1,620 transactions to them, and transferred everything into a central customer database. Former customers can now be contacted again in a targeted way.

04 Filtered 4,443 matching sales prospects from 105,000 companies

Common company databases rarely cover very specific target groups. I developed my own program that searches business directories, Google Maps, company websites, and career pages and removes duplicates. Of more than 105,000 companies checked, 4,443 matched the exact target group – each with its source.

05 Built email-based customer acquisition for a publisher: 30% reply rate

A self-publishing house was looking for prospects for its coaching offer. I researched the right target group, set up the email sending, and automated the outreach. 30% of the people contacted replied, half of them expressing interest.

■ Skills and technologies

Software Architecture & Development	Java · Spring Boot · RabbitMQ · Microservices · REST APIs · TypeScript · JavaScript · Node.js · Bun · Express · React · Next.js · TanStack Start · Angular · Vite · Redux Toolkit · Prisma · Drizzle ORM · Sequelize · Zod · Chrome Extensions
Data	PostgreSQL · MySQL · MongoDB · SQLite · Redis · NocoDB · Data pipelines · Web Scraping · Data validation · Deduplication · CRM data modeling
AI & Workflow Automation	OpenAI API · Claude · Claude Cowork · ChatGPT · Codex · Ollama · n8n (incl. self-hosting) · Make · Windmill · Clay Agents · Prompt Engineering · Human Review · Webhooks · OAuth
Lead Data & Outbound	Clay · Smartlead · Instantly · Apollo · Cognism · BetterContact · TheirStack · ScrapingAnt · Adyntel · Semrush · Mailforge · Zapmail · HubSpot · Notion · Airtable · Google Sheets · Deliverability
DevOps & Operations	Docker · Docker Compose · Git · GitLab · CI/CD · Linux (Ubuntu, Debian) · Nginx · Apache · Traefik · PM2 · Coolify · Dokploy · Hetzner · AWS EC2 · Plesk · BorgBackup · Monitoring
Quality & Analytics	Vitest · Playwright · ESLint · Code reviews · Google Analytics · Google Ads · Google Search Console · A/B testing · Tracking
Way of Working	Process and requirements analysis · Acceptance criteria · UX analysis · Clickable prototypes · User interviews · Documentation · Operational handover · AI coaching and training · Remote collaboration

■ Project history

2026

Creator acquisition: from manual work to managed outreach

approx. 04/2026 – present · Influencer marketing agency, 10 employees · Role: Full-Stack Development & Systems Integration

Starting point: Influencers were picked by hand and one email was sent to all of them; details from the replies were extracted manually, missing information was requested, and everything was then transferred into other systems by hand.

- Developed the outreach system: creator import with duplicate and suppression list checks, automated sending via the client's Strato mailboxes, up to two follow-ups.
- Replies are detected automatically, checked for completeness by AI, and captured; the system suggests responses, and the agency team reviews and decides.
- Role-based access, audit log, encrypted exports, and an emergency stop for controlled operation.

Result: Significantly less manual work in creator acquisition; the agency team selects, reviews, and directs. Backed by 373 automated tests.

Status: Internally reviewed; external sending not yet approved.

Tech React 19 · TypeScript · TanStack Start · Node.js 24 · PostgreSQL 17 · Drizzle ORM · Better Auth · Zod · IMAP/SMTP · Nodemailer · OpenAI API · Docker Compose · Traefik · Dokploy · Vitest · Playwright

Nexus for webconia: UX analysis and interactive prototype

09 – 10/2026 · webconia · Role: UX Analysis & React Prototyping

- Analyzed the existing Nexus interface and restructured it as a clickable React prototype.
- Organized the information architecture, revealed filters progressively, adapted actions to each state, and accounted for mobile views.
- Project search, detail view, and pitch tracking can be walked through with synthetic sample data.

Status: Local interactive UX prototype with synthetic data; not a production platform.

Tech React · TypeScript · TanStack Router · Vite · Vitest · Playwright

Turned an email inbox into a CRM customer database

approx. 03/2026 – present · Rental company · Role: Data & Automation Engineer

Starting point: Customers, quotes, and invoices had been scattered across emails and PDF attachments for years.

- Using read-only access, the pipeline automatically reads an authorized email archive and digitally readable PDFs, classifies the content and removes duplicates.
- Customers and transactions are linked and transferred into a CRM data model; restart capability and delta processing included, unclear matches remain flagged for review.

Result: Analyzed 61,876 emails and 23,448 PDFs; matched 485 customers and 1,620 transactions; seven management questions can be answered at any time. Basis for reactivation campaigns.

Status: Data processing implemented; overall business review of the dataset still pending.

Tech TypeScript · Bun · Windmill · IMAP/MIME · Email processing · PDF text extraction · Classification · Deduplication · Data validation · NocoDB · CRM data modeling

Analyzed over 105,000 companies to find 4,443 matching leads

2026 · In-house data pipeline · Role: Architecture and Development

Starting point: Standard B2B databases cover narrowly defined target groups in the German market only patchily and rarely cite sources.

- TypeScript CLI pipeline evaluates seven company directories, phone directories, Google Maps, websites, legal notice pages, and career pages.
- Normalization, deduplication, and per-company signals with source; optional AI verification via OpenAI API or a local Ollama model.

Result: Condensed over 370,000 raw hits into 4,443 matching leads; export as CSV, JSON, and Excel.

Tech Node.js · TypeScript · Web Scraping · Cheerio · SQLite · Zod · Vitest · OpenAI API · Ollama

AI workspace for coaching participants based on Claude Cowork

2026 · YouTube coach (online coaching) · Role: Concept and Implementation

Starting point: Coachees needed to be able to apply the coaching content independently and in greater depth.

- Built guided AI workflows for niche finding, channel analysis, topic finding, thumbnails, and video scripts.
- Transferred the coach's complete video series into a knowledge base and rule sets; captured the approach in test cases and evaluated it with user stories.
- Integrated interfaces to YouTube analytics tools so that channel data feeds in directly.

Result: Ready-to-use Claude Cowork template that guides coachees through analysis and implementation with practical feedback.

Tech Claude · Claude Cowork · Prompt Engineering · Knowledge base · Rule sets · API integration · User story evaluation

Fully backed up a legacy server and made it ready for decommissioning

2026 · Group of companies (rental, mobile phone retail) · Role: Linux Administration and Data Backup

Starting point: A long-unused Plesk server was due to be cancelled; it was unclear which data was still needed.

- Inventoried the server: web roots, complete mail storage, 41 databases, WordPress, Drupal, Shopware, and custom PHP applications.
- Transferred an encrypted backup with BorgBackup to a Hetzner Storage Box and verified it by restore.

Result: 46/46 archives, 70/70 restore spot checks, and three MySQL test imports passed; the server is ready for decommissioning.

Tech Linux (Ubuntu) · Plesk · Apache · Nginx · PHP · MySQL · Postfix · BorgBackup · Hetzner · Hetzner Storage Box

Chrome extension: transfer selected influencers in two clicks

2026 · Influencer marketing agency, 10 employees · Role: Development

The extension automatically transfers data for the influencers selected by the agency team from the influencer database Storyclash into the client's target system; previously, this required many manual copy-and-paste steps.

Tech Chrome Extension · JavaScript · Storyclash

Took over and stabilized a football club's membership software

2026 · Football club · Role: Full-Stack Development

Took over existing software, got up to speed with the codebase, fixed bugs, extended features, and stabilized operations.

Tech React 18 · TypeScript · Vite · PrimeReact · Redux Toolkit · Formik · Node.js · Express · MySQL · Sequelize · JWT · Redis · Bull · Nodemailer · AWS EC2 · Ubuntu · Apache · PM2

Local SEO website for a barrier rental company

2026 · Rental company

Marketing website with SEO subpages for the service area, sitemap, canonicals, and structured data; Docker deployment and offline export.

Tech React · TypeScript · Vite · Tailwind CSS · JSON-LD · Docker · Nginx · ESLint

Mailbox monitoring for the outreach infrastructure

2026 · Rental company

Slack alerts for mailbox outages, automated checks of deliverability and domain reputation, and automatic mailbox rotation.

Tech Smartlead · Slack · Monitoring · Deliverability

Clickable CRM prototype for a mobile phone retailer

2026 · Mobile phone retail

Implemented a CRM workflow as a clickable prototype so the client can experience the system before it is built.

Tech HTML · CSS · JavaScript · Rapid Prototyping

Using LinkedIn signals as sales triggers

2026 · Allbound Solutions GmbH, internal use

Relevant posts and competitor activity are monitored; companies are prioritized as soon as they visibly engage with the topic.

Tech n8n · OpenAI API · Clay

2025

Internal lead tool: from lead database to CRM without manual work

2025 – 2026 · B2B company · Role: Full-Stack Development

Starting point: Leads had to be transferred manually, checked against the suppression list and CRM, and loaded into campaigns.

- Built a full-stack tool: import from the lead database, matching against the suppression list and existing CRM leads, handover to Smartlead campaigns.
- Interested leads are transferred automatically to HubSpot via webhook.

Result: End-to-end lead process from database to CRM, backed by unit and browser tests.

Tech Next.js 16 · React 19 · TypeScript · PostgreSQL 16 · Prisma · Zod · HubSpot · Smartlead · BetterContact · Cognism · Webhooks · Pino · Vitest · Playwright · Docker Compose · pnpm Monorepo

Automatically qualified online shops and passed them directly to CRM and campaign

2025 · Performance marketing agency (Switzerland), 20 employees · Role: Lead Data & Automation Engineer

Starting point: A list of online shops was to be monitored continuously, with only genuinely matching leads added to campaigns.

- Multi-stage check: website online, genuine online shop rather than a blog, unsuitable content filtered out, legal form such as GmbH or AG, social media activity.
- CRM matching before paid enrichment; logo search, personalized presentation, and handover to CRM and Smartlead.

Result: The upfront CRM matching avoided approx. USD 800 in Clay costs in a single run; matching leads flow into the campaign without manual work.

Tech Clay · Clay Agents · ScrapingAnt · Adyintel · Semrush · OpenAI API · BetterContact · HubSpot · Smartlead · n8n · Notion

Identified physiotherapy practices with more than six full-time therapists across Germany

2025 · Recruiting and employer branding agency

Used AI to analyze websites in text and images to distinguish therapists from administrative staff and verify team size; enriched contacts and delivered email cold outreach as a service.

Tech Clay · OpenAI API · Smartlead · Web Scraping

Self-hosted workflow automation with client handover

approx. 03/2025 – present · Client (anonymized)

Set up and operated n8n on Docker/Linux; handled requirements analysis, technical concept, installation, operations documentation, training, and knowledge transfer.

Tech n8n · Docker · Linux · Make · OAuth

AI-assisted application screening with human review

2025 · Client (anonymized)

Consolidated applications from JOIN and Gmail, checked them for missing documents, and pre-assessed them with reasoning against role-specific criteria; the decision remains with a human.

Tech Make · Airtable · OpenAI API · Gmail · JOIN

2024

DACH-wide screening of marketing agencies with a high share of consulting

2024 – 2026 · Grant funding consultancy

Systematically screened agencies across the DACH region to find exactly those with a high share of consulting, and approached them via email cold outreach to win them as consulting clients eligible for funding.

Tech Clay · n8n · custom software · Smartlead · Mailforge · Zapmail · Google Sheets

2023

Built an outbound system with a 30% reply rate

2023 – present · Self-publishing house (KDP) · Role: Outbound & Automation

Starting point: The goal was to find qualified coaching prospects with sufficient budget.

- Set up email infrastructure, researched the target audience with custom scrapers, and automated campaigns.
- Ongoing campaign monitoring and handover of interested contacts to the CRM.

Result: 30% reply rate, 50% of which were interested.

Tech Smartlead · Instantly · Make · n8n · HubSpot · Google Sheets · Web Scraping

Automatically populated a content portal with expert articles

2023 · SEO agency

For a long list of questions, researched, wrote, structured, and published content on the portal in several steps, then submitted the URLs to Google Search Console.

Tech Make · OpenAI API · Google Search Console

2019 – 2024

Built a SaaS platform that processes millions of web pages daily

2019 – 2024 · Egrow GmbH, own company · SaaS for Amazon market data · Role: Technical Co-Founder & System Architect

Starting point: Amazon sellers needed reliable market and product data, which required capturing and processing millions of pages every day.

- Built the product, data, pipeline, and server architecture and contributed hands-on to development; distributed data collection with RabbitMQ.
- Continuously migrated the frontend from AngularJS to the latest Angular version; responsible for operations on our own servers, including deployment, monitoring, error analysis, security, and high availability.
- Developed a Chrome extension for rapid market analysis, as well as sourcing algorithms for our own Amazon arbitrage business.
- Introduced GDPR-compliant tracking; analyzed channels by conversions and customer lifetime value, as well as module usage, to prioritize development.
- Provided technical guidance to a team of eight, set up Notion and Slack as working infrastructure, coordinated Google Ads freelancers; responsible for talks and investor/buyer search.

Result: Processed millions of product and marketplace pages daily; approx. EUR 60,000 MRR at peak.

Tech Java · Spring Boot · RabbitMQ · PostgreSQL · MongoDB · Angular · Microservices · REST APIs · GitLab CI/CD · Docker · Debian · Chrome Extension · Google Analytics · Google Ads · Notion · Slack

■ Further client projects 2023 – 2026

Lead data and outbound projects for twelve additional clients

Researched and qualified target groups and reached them via email or phone outreach.

2026	E-commerce agency, 20 employees: email cold outreach for online shops · Smartlead · Make · custom software
2025 – 2026	Recruiting agency: identified skilled trade businesses across the catchment area with current staffing needs for phone outreach · Clay · OpenAI API · Clay Agents
2025	Researched and qualified plumbing/HVAC (SHK) businesses as leads · Clay · n8n · BetterContact
2025	Recruiting service provider: identified companies with open job postings as leads · Clay · TheirStack · BetterContact
2025	Furniture supplier: identified companies needing high-quality furniture · Lead research
2025	Automation provider: email cold outreach to coaches · Clay · Smartlead · Mailforge
2025	E-commerce service provider: email cold outreach to online shops · Clay · Smartlead · Mailforge
2025	Four additional clients: lead research and email cold outreach · Lead data · Email cold outreach
2023	Cold outreach targeting garden and landscaping businesses in the Bonn area · Smartlead · Apollo · n8n

AI coaching, workshops, and talks

Showed teams how to use AI concretely in their day-to-day work.

2026	Influencer marketing agency, 10 employees: AI in day-to-day agency work, social media campaign audits for trade fair contacts, assets for Facebook campaigns · Claude Cowork · Codex · ChatGPT
2026	Videographer: finding relevant passages for recruiting videos, semi-automated video editing, lead research · ChatGPT · Claude
2025	Business coach: processing meetings faster, creating presentations, following up on coaching sessions, and sending follow-up emails · ChatGPT
2023	Promotional products retailer: AI coaching and automated SEO product descriptions for the online shop · Make · OpenAI API
2023	WooCommerce agency, 10 employees (talk): AI for programming, project planning, and handing over requirements to an implementation agency abroad · ChatGPT
2023	Online marketing agencies: Google Ads analysis and optimization, text evaluation, project descriptions, to-do lists and SOPs, client-friendly emails · ChatGPT

■ Professional experience

Co-Founder and Managing Director · Automation Engineering

2025 – present

Allbound Solutions GmbH · AI, automation, and data systems for sales and operations

- Co-founded the company; design and delivery of automation, lead data, and AI systems for agencies, mid-sized businesses, and coaches.
- Standard in every project: validation, error paths, monitoring, human approvals, and documented handover.

Managing Director · Software Development and Systems Integration

2024 – present (in parallel)

Nimblean GmbH · Operational software, document and CRM processes; contracting party for freelance projects

- Developed a web system and a CRM-ready data and document layer for a rental company.
- Turned manual handovers between website, documents, data sources, and CRM into verifiable workflows.

Technical Co-Founder and System Architect

2019 – 2024

Egrow GmbH · Data-intensive SaaS platform for Amazon market data

- Co-founded the company and led it technically; details in the project history.

Self-Employed Software Developer and Entrepreneur

2008 – present (project-based)

Own and external ventures · API automation, data pipelines, and digital products

- Developed automations, data pipelines, web applications, and digital products in the SEO, e-commerce, and SaaS space; since 2023, also AI coaching as well as lead data and outbound projects.

■ Education

Business Informatics (Wirtschaftsinformatik)

Bonn-Rhein-Sieg University of Applied Sciences · 2011 – 2020 · 129 ECTS credits, studied alongside self-employment