



Gabriel Salles

AI Product Manager (Builder) · Conversational AI, LLM Features & MCP · 0→1 Products Prototyped with AI and Shipped to Production

Rio de Janeiro, Brazil (UTC-3) · Open to remote work cspgabriel@outlook.com.br +55 21 99316-5605
github.com/cspgabriel Portfolio: gabriel-salles.pages.dev

SUMMARY

Product builder who takes AI products from problem to production, with 12 years across project management, operations, marketing and IT. Since Nov 2025 has launched a WhatsApp customer-service app with AI replies, MCP servers that let staff query institutional data from AI assistants without exposing personal data, a job board with Azure OpenAI and Langfuse, and LegiRJ, a public legal-information PWA. Prototypes and ships with AI coding agents (Claude Code, Codex) while owning specs, review, QA and launch, deciding where LLMs help and where guardrails and privacy come first.

KEY NUMBERS

70+ products in production; 21 live domains

~13 CRM prototypes consolidated into one product

3 MCP servers (27 tools) with OAuth 2.1/PKCE and a privacy gate

1,144 commits (19%) with declared Claude co-authorship

SKILLS

Product: Product discovery, 0→1 development, Rapid prototyping with AI, Requirements and technical specs, Spec-driven development, Portfolio governance, Stakeholder management, Go-to-market

AI & LLM: Conversational AI (WhatsApp), AI agents and MCP, LLM APIs (OpenAI, Azure OpenAI, Gemini, OpenRouter), Langfuse (LLM observability), Prompt engineering, AI guardrails and privacy (LGPD-oriented)

Data & Content: Data analysis (SQL), KPIs and dashboards, Data pipelines, Legal and public-data products, Programmatic SEO

SaaS & Tech: Multi-tenant B2B/B2C SaaS, Payments and subscriptions (Stripe, Mercado Pago), API integrations, TypeScript, React, Cloudflare Workers/D1, QA (Playwright, Vitest), Claude Code and Codex (human-reviewed)

EXPERIENCE

HotéisRIO / SindHotéisRIO & ABIH-RJ · Marketing & IT Coordinator (Digital Products, Data & Platforms)

2019–Present

Rio de Janeiro's city hotel union and state hotel association · Rio de Janeiro, Brazil

AI & DIGITAL PRODUCTS (2025–2026)

- Built and operates most web apps launched by the associations since Nov 2025 (40+ live), including the Member Portal with an AI assistant.
- Scoped and shipped 3 MCP servers (27 tools) so staff and partners query institutional data from AI assistants, with OAuth 2.1/PKCE, quotas and PII stripping.
- Consolidated ~13 CRM prototypes into one Zoho CRM + Cloudflare D1 product through spec-driven development.
- Rebuilt the hospitality Job Board on Azure with AI résumé analysis (Azure OpenAI), Langfuse tracing, private résumé storage and RBAC.
- Runs AI-assisted curation from monitored sources with editorial review: 18 of 811 headlines from 92 municipalities published.
- Built data products: an occupancy-survey pipeline (340 exports → 5,647 deduplicated responses) that surfaced respondent-concentration insights, and a 92-municipality events calendar.

MARKETING & OPERATIONS (2019–2024)

- Managed websites, SEO, social media, Riotur and Setur campaigns and events; modernized the occupancy surveys.

AgenciAR Marketing Digital · Owner & CEO

2019–Present

Digital marketing and web agency for SMBs; own company, run alongside the role above · Rio de Janeiro, Brazil

- Leads strategy, team, clients and finance; built over a dozen client projects since Nov 2025 for retail, pet, legal, fitness, industrial and consumer-credit businesses.

INDEPENDENT PRODUCTS (DEC 2025–PRESENT)

- Launched and operates Clinicafy, Brasil Pedidos, Zap Mágico, LegiRJ, NutriFoco and Pro Clubs America as product owner: discovery, scope, checkout (Stripe/Mercado Pago implemented), QA and launch.

- Brasil Pedidos: multi-tenant restaurant SaaS with plan limits enforced on the server; iFood integration implemented, pending homologation.

TECMETAL · Project Management, Production Planning (PCP) & IT

Materials engineering consultancy with ISO 9001 and ISO/IEC 17025 testing labs · Rio de Janeiro, Brazil

2014–2018

- Ran all projects and PCP from proposal to satisfaction survey; supported ISO 9001 and ISO/IEC 17025 certification.
- Rolled out the Alterdata ERP and a SharePoint/Office 365 intranet; owned all IT.

SELECTED PROJECTS

Zap Mágico

Local-first desktop app for WhatsApp customer service with AI replies.

Electron · TypeScript · React · MCP

- Own MCP server grown from 7 to 12 tools (stdio, HTTP) for Claude Code, ChatGPT, Cursor and n8n, gated by rate limits, allowlists and E.164 validation; Mercado Pago checkout implemented.

LegiRJ www.leisedecretosrj.com.br

Public PWA for searching Rio de Janeiro state laws and decrees.

JavaScript · Python · PWA · Cloudflare Pages

- Own collector for the state legislature's public records, 1,500+ static SEO pages and a blog that went from 0 to 20 posts in one day via the editorial pipeline.

HotéisRIO / ABIH-RJ Member Portal app.abihrj.com.br

Official portal for associated hotels: benefits, AI assistant and push notifications.

React · TypeScript · Cloudflare Workers

- Consolidated earlier generations into one codebase and aligned marketing with the 25 benefits live in the app after a code-vs-communication audit.

Clinicafy www.clinicafy.com.br

Multi-clinic SaaS: records, scheduling, prescriptions, TISS/TUSS, inventory and finance.

TypeScript · React · Express · Prisma · MCP

- OAuth 2.1 MCP server for ChatGPT and Claude connectors; 8-role RBAC with an LGPD-oriented audit trail, 451/451 tests, Android app on Google Play.

EDUCATION

Technologist Degree in Marketing (Tecnólogo, 2-year undergraduate degree) · Online
Centro Universitário IBMR (Ânima Educação) · 2024–2026 · Completed

LANGUAGES

Portuguese — Native
English — Advanced
Spanish — Basic