



Gabriel Salles

CRM & Marketing Operations · Zoho CRM/Campaigns + Cloudflare D1 · E-mail Governance, Deliverability (SPF/DKIM/DMARC) & AI-Assisted Automation

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SUMMARY

Marketing operations and CRM specialist who builds and runs the CRM and messaging stack instead of only configuring it: Marketing & IT Coordinator at Rio de Janeiro's hotel associations since 2019 and owner of a digital agency. Consolidated ~13 CRM prototypes into one Zoho CRM + Cloudflare D1 system with API-driven Zoho Campaigns and standardized the associations' official e-mail template. Handles e-mail authentication (SPF/DKIM/DMARC), LGPD-oriented privacy and automation with SQL, n8n, WhatsApp and AI agents over MCP, building with Claude Code while owning architecture, review and QA.

KEY NUMBERS

~13 CRM prototypes consolidated into one Zoho CRM + Cloudflare D1 system
3 MCP servers (27 tools) with an LGPD privacy gate

340 survey exports deduplicated into 5,647 clean responses
70+ products in production; 21 live domains

SKILLS

CRM & Marketing Automation: Zoho CRM, Zoho Campaigns, Zoho Forms, HubSpot (API integration), CRM data modeling, List segmentation (lists and tags), Marketing automation, Lead capture forms

E-mail & Communication Governance: E-mail marketing, E-mail deliverability (SPF, DKIM, DMARC), Transactional e-mail (Brevo, Resend), Templates and brand governance

Data, Privacy & Reporting: SQL, Data hygiene and deduplication, Dashboards and reporting, Google Analytics 4 (GA4), Google Search Console, LGPD / privacy by design, Python scripts

Integrations & AI Automation: REST APIs, Idempotent webhooks, n8n, WhatsApp automation, AI agents and LLM automation, MCP servers, Claude Code (human-reviewed)

Platforms & Collaboration: Cloudflare Pages/Workers/D1, Google Workspace, Microsoft 365/SharePoint, Stakeholder management

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

CRM, E-MAIL & MARKETING OPERATIONS (2025–2026)

- Consolidated ~13 CRM prototypes into one Zoho CRM + Cloudflare D1 system (webhook audit, idempotency, native public forms), migrated to Cloudflare Pages in Sep 2026.
- Automated Zoho Campaigns via API (campaign creation and sending, list and tag sync) and recorded its undocumented limits for the team.
- Cleaned and segmented the contact base (lists and tags) before institutional campaigns, preventing sends to the wrong audiences.
- Standardized and documented the official e-mail template (fixed logo, colors, structure) from the bodies actually sent via Google Workspace and Microsoft 365.
- Designed 3 MCP servers (OAuth 2.1/PKCE, 27 tools) with an LGPD privacy gate that strips personal data from every response, for querying institutional data from AI assistants.
- Built the occupancy-survey pipeline: 340 Zoho Forms/SharePoint exports deduplicated into 5,647 responses, with canonicalized municipality and hotel spellings, a dashboard and reports.

MARKETING & OPERATIONS (2019–2024)

- Managed social media, websites, SEO and reports for both entities, the cloud CRM and the talent bank; ran campaigns with Riotur and Setur and 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, client portfolio, finance and partnerships; delivers websites, landing pages, funnels, paid media and copywriting.

- Built the agency's acquisition site with CRM, e-mail marketing and programmatic local SEO (1,917 canonical URLs); Google Business Profile at 5.0 on 15 reviews (Aug 2026 snapshot).
- Built a consumer-credit client's platform (simulator, custom CRM with spreadsheet import/export, e-mail marketing), migrated it to Cloudflare Workers and handed the cloud accounts to the client.

INDEPENDENT PRODUCTS (DEC 2025–PRESENT)

- Launched and operates Clinicafy, Brasil Pedidos, Zap Mágico, LegiRJ, NutriFoco and Pro Clubs America.
- Fixed an SPF record that did not authorize the real sender and added DMARC monitoring on an own product domain (Aug 2026).

TECMETAL · Project Management, Production Planning (PCP) & IT 2014–2018
Materials engineering consultancy with ISO 9001 and ISO/IEC 17025 testing labs · Rio de Janeiro, Brazil

- Ran project management and PCP, supported ISO 9001 and ISO/IEC 17025 certification and owned all IT, including the Alterdata ERP and SharePoint/Office 365 rollouts.

SELECTED PROJECTS

HotéisRIO Seasonal Campaigns 2026 pascoa2026.hoteisrio.com.br
Easter, Mother's Day, Valentine's Day (Brazil) and Corpus Christi microsites with hotel sign-up, approval panel and Brevo transactional e-mail.
Next.js · Firebase · Brevo API · Gemini API

HotéisRIO Institutional Site institucional.sindhoteisrj.com.br
Membership application with canvas signature integrated with Zoho CRM and Zoho Forms; optimized for Google Ad Grants.
Next.js · TypeScript · Zoho CRM API

Prêmio Top Hotel RJ premiotophotel.sindhoteisrj.com.br
Awards site with Zoho Forms registration, a sponsor landing page and a 5-edition archive (2019–2026).
React · Vite · Zoho Forms

Zap Mágico
Local-first Electron app for WhatsApp customer service with a lightweight CRM, automations and its own 12-tool MCP server with anti-spam guardrails.
Electron · TypeScript · MCP

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