



Gabriel Salles

Growth Engineer / Marketing Technologist · CRM, SEO & Automation · Full-Stack TypeScript + AI Agents · Hospitality & Tourism

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SUMMARY

Marketing technologist who builds the growth stack instead of only operating it: Marketing & IT Coordinator for Rio de Janeiro's hotel associations and agency owner since 2019, now shipping full-stack software with AI coding agents (Claude Code, Codex) while owning architecture, review, QA and operations. Built a Zoho CRM + Cloudflare D1 system with API-driven Zoho Campaigns, programmatic local SEO (1,917 canonical URLs) and AI-assisted WordPress editorial operations guided by Search Console data. Deep hospitality and tourism domain knowledge: occupancy surveys, event calendars and campaigns with public tourism bodies.

KEY NUMBERS

70+ products live in production on 21 domains

Programmatic local SEO with 1,917 canonical URLs (agency site)

40+ live web apps for Rio de Janeiro's hotel associations since Nov 2025

~13 CRM prototypes consolidated into one Zoho CRM + D1 system

SKILLS

Marketing Technology (MarTech) & CRM: Marketing automation, Zoho CRM/Campaigns/Forms, HubSpot, Email marketing (Zoho Campaigns, Brevo, Resend), WhatsApp automation with anti-spam guardrails, API integrations and webhooks

SEO & Analytics: Technical SEO, Programmatic SEO, Schema.org/JSON-LD, Google Analytics 4 (GA4), Google Search Console, Data dashboards, SQL

Content & Channels: WordPress/WP-CLI, Content operations, Landing pages and conversion funnels, Copywriting, Social media management, Paid media (Google Ads, Meta Ads), Event marketing

Engineering & AI: TypeScript, React, Next.js, Cloudflare Workers/Pages/D1, AI agents and LLM automation (Claude Code, Codex, Gemini, OpenAI), MCP (Model Context Protocol) servers

Domain & Strategy: Hospitality & tourism, Partnerships with public tourism bodies (Riotur, Setur), Go-to-market, Agency leadership

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

GROWTH, DATA & PLATFORMS (2025–2026)

- Built and operates most web apps launched by the associations since Nov 2025 (40+ live), including the official Member Portal.
- Consolidated ~13 CRM prototypes into one Zoho CRM + Cloudflare D1 system with webhook audit, idempotency and API-driven Zoho Campaigns, and moved it to Cloudflare Pages.
- Runs AI-assisted editorial operations on the WordPress portals: curation from monitored sources, editorial review, WP-CLI and Search Console CTR work (portal context: 3.92M impressions/90 days).
- Built hospitality data products: an occupancy-survey pipeline (340 exports → 5,647 deduplicated responses) and a 92-municipality events calendar.
- Designed 3 MCP servers (OAuth 2.1/PKCE, LGPD privacy gate, 27 tools) for querying institutional data from AI assistants.

MARKETING & OPERATIONS (2019–2024)

- Managed social media, websites, landing pages, SEO, strategic plans, results reports and news for both entities.
- Ran campaigns with Riotur and Setur, monthly member events in hotels and trade-show booths.
- Modernized the occupancy surveys (app, WhatsApp and e-mail forms) and prepared reports for press and government.

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 and funnels, paid media, copywriting and design.

- Built the agency's acquisition site with programmatic local SEO (1,917 canonical URLs, Sep 2026). Google Business Profile snapshot from Aug 2026, before those pages: 5.0 rating on 15 reviews and #1 local result for 'agência de marketing digital Recreio dos Bandeirantes'.
- 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, owning architecture, payments, QA, deployment and operations.

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

LegiRJ www.leisedecretosrj.com.br

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

JavaScript · Python · Cloudflare Pages

- Own collector for the state legislature's public records and 1,500+ statically generated SEO pages.

Rio de Janeiro State Municipal Events Calendar (ABIH-RJ) calendariodeeventos.abihRJ.com.br

Public aggregator of the official event calendars of all 92 municipalities in Rio de Janeiro state.

Python · Cloudflare Pages · Cloudflare D1

Zap Mágico

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

Electron · TypeScript · React · MCP

- Anti-spam guardrails (rate limiting, allowlist) and its own 12-tool MCP server for Claude Code, ChatGPT, Cursor and n8n.

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