



Gabriel Salles

Hospitality Tech · 7 Years at Rio de Janeiro's Hotel Associations · Occupancy & Events Data, Member Platforms, CRM and Hotel Websites

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SUMMARY

Hospitality-tech builder with 7 years inside Rio de Janeiro's city hotel union and state hotel association, where he develops and operates most web applications launched by the associations since Nov 2025 (84 catalogued, 40+ live). Built the occupancy-data stack (survey pipeline, capital and inland dashboards) and event calendars for all 92 municipalities of the state to support demand planning, plus the member portal, a Zoho-integrated CRM and a B2B group-lead service. Translates between hoteliers, tourism bodies and engineering, with AI-augmented delivery (Claude Code, Codex).

KEY NUMBERS

7 years at Rio de Janeiro's hotel union and state hotel association

Events calendar covering all 92 municipalities of the state

340 occupancy-survey exports → 5,647 deduplicated responses

70+ products live in production, 40+ of them for the hotel associations

SKILLS

Hospitality Industry: Hotel associations and member services, Hotel occupancy surveys and data, Event-driven demand (events calendars), Tourism bodies (Riotur, Setur), B2B group-lead flows, Hotel websites and direct-booking templates, Stakeholder management (hoteliers, tourism bodies)

Data & Reporting: Data pipelines and ETL, Deduplication and canonicalization, Dashboards (React, Recharts), SQL (PostgreSQL, MySQL, D1), Spreadsheets and CSV (Excel, Google Sheets), Python (intermediate)

Platforms & Integrations: Zoho CRM/Forms/Campaigns, Microsoft 365/SharePoint, API integrations and webhooks, WordPress, Schema.org and technical SEO, AI assistants and MCP over hospitality data

Engineering & Delivery: TypeScript, React, PHP (intermediate), Cloudflare Workers/Pages/D1, Azure, Playwright, AI-augmented development (Claude Code, Codex), Onboarding and user training, Platform migrations

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

HOSPITALITY DATA & DIGITAL PRODUCTS (2025–2026)

- Occupancy data: built the survey pipeline that consolidated 340 exports (Zoho Forms + SharePoint) into 5,647 deduplicated responses, canonicalizing 89 municipality spellings to 26 and 536 hotel-name variants to 385; built the capital's monthly dashboard (year over year) and the inland dashboard by holiday and high season.
- Demand signals: built the Rio city events calendar (Pages Functions API, D1, admin panel, no-code update CLI, migrated from Azure Cosmos DB) and an aggregator of official calendars from all 92 municipalities (Python collection).
- Member platforms: built the official Member Portal for associated hotels and consolidated ~13 CRM prototypes into one Zoho CRM + Cloudflare D1 system with native public forms.
- Hotel sales flows: built CONEX, which connects event organizers, consulates and convention centers to member hotels' sales directors for commission-free group leads, and a reservation-quote flow (Zoho form + webhook Worker).
- Rebuilt the hospitality Job Board on Azure with RBAC; designed 3 MCP servers so staff and partners query member benefits and hospitality data from AI assistants without exposing personal data.

MARKETING, MEMBER SERVICES & TOURISM (2019–2024)

- Managed social media, websites, landing pages, SEO, strategic plans and results reports 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; managed the legacy member app, cloud CRM and talent bank.

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 and finance; delivers websites, funnels, paid media and copywriting.
- Built direct-booking website templates for hotels and inns with full Schema.org markup and provisioning scripts.

- Independent products (Dec 2025–present): launched and operates Clinicafy, Brasil Pedidos, NutriFoco, Zap Mágico and LegiRJ, 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 from proposal to customer-satisfaction survey; supported ISO 9001 and ISO/IEC 17025 certification.
- Rolled out the Alterdata ERP and a SharePoint/Office 365 intranet with staff training; owned all IT.

SELECTED PROJECTS

Rio Hotel Occupancy Observatory observatorio.sindhoteisrj.com.br
Monthly hotel-occupancy dashboard for the city of Rio with year-over-year comparison, fed by the monthly survey through SharePoint.
React · TypeScript · Recharts · Node.js · Python · Microsoft 365

- Companion inland dashboard (ocupacao.abihRJ.com.br) tracks occupancy by holiday and high season.

RJ Municipalities Events Calendar calendariodeeventos.abihRJ.com.br
Public aggregator of official event calendars from all 92 municipalities of Rio de Janeiro state.
Python · JavaScript · Cloudflare Pages · Cloudflare D1

- 964 official events listed on Sep 23, 2026; capital, municipal and holiday data live in 3 separate D1 databases.

HotéisRIO / ABIH-RJ Member Portal app.abihRJ.com.br
Official portal for associated hotels: benefits, AI assistant and push notifications.
React · TypeScript · PHP 8.3 · Open Policy Agent · Cloudflare Workers

- Migrated from Vercel to Cloudflare Workers with push-to-deploy and a 24-flow Playwright smoke test (desktop and mobile).

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