



Gabriel Salles

Implementation & Technical Account Manager · SaaS Onboarding, Integrations and Platform Migrations · 12 Years Across Projects, Operations & IT

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SUMMARY

Implementation specialist who takes customers from requirements to go-live and keeps operating what ships, with 12 years across project management and production planning, marketing and IT for Rio de Janeiro's hotel associations, and running a digital agency. Rolled out an ERP and a SharePoint intranet with staff training, consolidated ~13 CRM prototypes into one Zoho CRM + D1 system, migrated 10+ production apps and delivered a client platform with its cloud accounts handed over to the client. Solves integrations hands-on with APIs, webhooks, SQL, n8n, MCP and Playwright acceptance checks, building with AI coding agents (Claude Code, Codex) while owning architecture, review and QA.

KEY NUMBERS

12 years in project management, operations and IT

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

10+ production apps migrated across Vercel, Firebase, Azure and Cloudflare

70+ products in production; 21 live domains

SKILLS

Implementation & Onboarding: Implementation and go-live planning, Customer onboarding, Requirements gathering, Solution design, User training, Technical documentation, Customer handover

Project & Account Management: Project management, Stakeholder management, Client portfolio management, Production planning (PCP), Quality management (ISO 9001)

Integrations & Migrations: Platform migrations, Data migration, API integrations (REST), Webhooks, SQL, Zoho CRM/Forms/Campaigns, Microsoft 365/SharePoint, Google Workspace, ERP rollout (Alterdata)

Automation, AI & QA: n8n, MCP servers and AI agents, Claude Code and Codex (human-reviewed), Acceptance testing (Playwright), Troubleshooting and root-cause analysis, Spec-driven development

Platforms: Cloudflare Workers/Pages/D1, Azure, Firebase, Vercel

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

IMPLEMENTATIONS, INTEGRATIONS & MIGRATIONS (2025–2026)

- Built and operates most web apps launched by the associations since Nov 2025 (40+ live), from requirements to go-live.
- Consolidated ~13 CRM prototypes into one Zoho CRM + Cloudflare D1 system (webhook audit, idempotency, public forms) and cut it over from Vercel to Cloudflare Pages in Sep 2026.
- Migrated the Member Portal from Vercel to Cloudflare Workers with push-to-deploy (GitHub Actions) and a 24-flow Playwright smoke test as the acceptance gate.
- Rebuilt the hospitality job board from Firebase/Vercel on Azure (App Service, PostgreSQL, private Blob Storage) with RBAC.
- Built a Playwright QA agent that covers several products and produces reproducible evidence for bug triage.
- Designed 3 MCP servers (OAuth 2.1/PKCE, LGPD privacy gate, 27 tools) so staff and partners query institutional data from AI assistants.

MARKETING & OPERATIONS (2019–2024)

- Managed websites, the cloud CRM, the legacy member app and the talent bank; 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; scopes and delivers websites, landing pages and funnels for SMB clients.
- Standardized client kickoffs with a multi-step onboarding briefing that adds automatic AI analysis and PDF export.

- Delivered a consumer-credit client's platform (site, simulator, custom CRM, e-mail marketing), migrated it from Vercel to Cloudflare Workers and handed its cloud accounts over to the client.
- 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.

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

- Opened, tracked and closed all projects; ran PCP from proposal to satisfaction survey, including schedules and purchase-order follow-up with finance.
- Rolled out the Alterdata ERP and a SharePoint/Office 365 intranet with staff training; created a customer portal for schedules; supported ISO 9001 and ISO/IEC 17025 certification.
- Owned all IT: infrastructure, networks, support, security and backup.

SELECTED PROJECTS

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

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

React · TypeScript · Cloudflare Workers

- Replaced earlier generations (Nov 2025–Jun 2026) with a single codebase and its own API.

Rio de Janeiro Events Calendar (HotéisRIO) calendarioeventos.sindhoteisRJ.com.br

Public city events calendar that supports hotel occupancy planning.

React · TypeScript · Cloudflare Pages · Cloudflare D1

- Moved from Azure Cosmos DB to Cloudflare D1, with an admin panel and a CLI so staff update it without code.

Brasil Pedidos brasilpedidos.com.br

Multi-tenant restaurant SaaS: storefront, table POS, kitchen display and delivery.

TypeScript · React · Hono · Cloudflare D1

- Migrated Firestore to D1 + Hono; hardened 30 routes with server-side role and price checks (76 tests); iFood integration implemented, pending homologation.

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