



Gabriel Salles

Technical Product & Project Manager · AI-Native Builder · APIs, Integrations & Payments · 70+ Products in 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

Technical product and project manager with hands-on engineering depth and 12 years across project management, production planning, quality, marketing and IT. Since Nov 2025, has taken 70+ products from discovery to production, among them the member portal, CRM and MCP servers of Rio de Janeiro's hotel associations and a line of independent SaaS products, using AI coding agents (Claude Code, Codex) while owning architecture, review, QA and operations. Conversant in REST APIs, webhooks, OAuth, SQL, CI/CD and platform migrations, which shortens the path from business need to shipped release.

KEY NUMBERS

70+ products live in production on 21 domains

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

Product & Delivery: Technical product management, Product discovery and rapid prototyping, Requirements analysis and technical specifications, Stakeholder management, Release management and platform migrations, KPIs, dashboards, data analysis and reporting, Go-to-market (landing pages, funnels, SEO)

APIs & Third-party Integrations: REST APIs, Webhooks and idempotency, OAuth 2.1/PKCE (MCP), Payments (Stripe, Mercado Pago), Zoho CRM/Campaigns/Forms, HubSpot, Microsoft 365

AI & Data: AI-augmented delivery (Claude Code, Codex; human-reviewed), AI agents and MCP (Model Context Protocol) servers, LLM APIs (Gemini, OpenAI, Azure OpenAI), SQL (PostgreSQL, MySQL, D1)

Engineering & Cloud: TypeScript, React, Cloudflare Workers/Pages/D1, Azure, Firebase, Multi-tenant SaaS, CI/CD (GitHub Actions), QA and test automation (Playwright, Vitest)

Operations & Quality: Project management, Production planning & control (PCP), Quality management (ISO 9001, ISO/IEC 17025), IT governance and security

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

DIGITAL PRODUCTS & ENGINEERING (2025–2026)

- Built and operates most web apps launched by the associations since Nov 2025 (40+ live), from discovery to production, including the official Member Portal.
- Governed the CRM portfolio: consolidated ~13 prototypes into one Zoho CRM + Cloudflare D1 system (webhook audit, idempotency, API-driven campaigns) and moved it to Cloudflare Pages.
- Scoped and shipped 3 MCP servers (OAuth 2.1/PKCE, quotas, LGPD privacy gate, 27 tools) for querying institutional data from AI assistants.
- Rebuilt the hospitality Job Board on Azure (App Service, PostgreSQL, Azure OpenAI) with RBAC and Langfuse tracing.
- Built data products for decision-making: occupancy-survey pipeline (340 exports → 5,647 deduplicated responses) and 92-municipality events calendar.

MARKETING & OPERATIONS (2019–2024)

- Managed websites, SEO, social media, strategic plans and results reports for both entities; ran campaigns with Riotur and Setur and monthly member events.
- 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; scopes and delivers websites, funnels, paid media and design.

- 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 (architecture, payments, QA, deployment, operations).
- NutriFoco: migrated a nutritionist SaaS from Express/MySQL on Vercel to Cloudflare Worker + D1 + R2, with Stripe and Mercado Pago billing implemented.

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, with schedules and purchase-order follow-up.
- Supported ISO 9001 and ISO/IEC 17025 certification; rolled out the Alterdata ERP and a SharePoint/Office 365 intranet, training staff.
- Owned all IT: infrastructure, networks, support, security, backup, governance and DNS.

SELECTED PROJECTS

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

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

React · TypeScript · PHP 8.3 · Cloudflare Workers

- Planned and executed the Vercel → Cloudflare Workers migration with push-to-deploy and a 24-flow Playwright smoke test.

Brasil Pedidos brasilpedidos.com.br

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

TypeScript · React · Hono · Cloudflare D1

- Ran the Firestore → D1 migration; 30 routes hardened with server-side role and price checks (76 tests); iFood integration implemented, pending homologation.

Clinicafy www.clinicafy.com.br

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

TypeScript · React · Express · Prisma · MySQL

- 8-role RBAC with audit trail, security CI gate and 451/451 passing tests; public Android app on Google Play; OAuth 2.1 MCP server.

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