



Gabriel Salles

Technical Product Builder · AI-Augmented Full-Stack (TypeScript, Cloudflare) · 70+ Products in Production

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SUMMARY

Technical product builder with 12 years in project management, quality, marketing and IT, now shipping full-stack production software end to end with AI coding agents (Claude Code, Codex) while owning architecture, code review, QA and operations. Since Nov 2025, built the member portal, CRM and MCP servers of Rio de Janeiro's hotel associations and a line of independent SaaS products. Core stack: TypeScript, React, Cloudflare Workers/D1, Azure, Stripe, Mercado Pago and Zoho. Based in Rio de Janeiro (UTC-3), open to remote work; Portuguese native, English advanced.

KEY NUMBERS

5,936 authored commits since Nov 2025 (5,735 in portfolio products) across 365 own repositories

1,144 commits (19%) with declared Claude co-authorship

70+ products live in production on 21 domains

87 Cloudflare Pages projects, 37 Workers and 17 D1 databases

SKILLS

AI & Agents: Claude Code and Codex (agentic delivery, human-reviewed), MCP servers (OAuth 2.1/PKCE), LLM APIs: Gemini, OpenAI, Azure OpenAI, OpenRouter, Workers AI, Langfuse

Languages & Front End: TypeScript, JavaScript/Node.js, SQL (PostgreSQL, MySQL, D1), Python and PHP (intermediate), React, Next.js, Vite, Tailwind CSS, PWA, Capacitor, Electron

Back End & Cloud: Hono, Express, Prisma, Cloudflare Workers/Pages/D1/R2/KV/Hyperdrive, Firebase, Supabase, Azure, Vercel, GitHub Actions, Docker

Quality & Security: Playwright, Vitest, Server-side RBAC, Multi-tenant isolation tests, PII sanitization and LGPD-oriented audit trails

Integrations: Stripe, Mercado Pago, Zoho CRM/Campaigns/Forms, HubSpot, Microsoft 365/SharePoint, Google Workspace, Brevo, Resend, WhatsApp

Marketing & Growth: Technical and programmatic SEO, GA4, Search Console, Landing pages and funnels, WordPress/WP-CLI, Social media, Paid media, Copywriting, Events

Product & Operations: Discovery and rapid prototyping, Spec-driven development, Platform migrations, Project management and PCP, ISO 9001/17025 quality, ERP rollout

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), including the official Member Portal for associated hotels.
- Consolidated ~13 CRM prototypes into one Zoho CRM + Cloudflare D1 system (webhook audit, idempotency, API-driven campaigns) and moved it to Cloudflare Pages.
- Designed 3 MCP servers on Cloudflare Workers (OAuth 2.1/PKCE, quotas, LGPD privacy gate, 27 tools) so staff and partners can query institutional data from AI assistants.
- Rebuilt the hospitality Job Board on Azure (App Service, PostgreSQL, Blob Storage, Azure OpenAI) with RBAC and Langfuse tracing.
- Built data products: an occupancy-survey pipeline (340 exports → 5,647 deduplicated responses) and a 92-municipality events calendar.
- Runs AI-assisted editorial operations on the WordPress portals: curation from monitored sources, editorial review, WP-CLI, Search Console CTR work (portal context: 3.92M impressions/90 days).

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.
- Managed the legacy member app, cloud CRM and hospitality 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, finance and partnerships; delivers websites, funnels, paid media, copywriting and design.
- Built the agency's site with programmatic local SEO (1,917 canonical URLs, Sep 2026). Google Business Profile, in an Aug 2026 snapshot taken 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.
- NutriFoco: nutritionist SaaS rewritten 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, including schedules and purchase-order follow-up with finance.
- 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: infrastructure, networks, support, security, backup and recovery, governance and DNS.

SELECTED PROJECTS

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.

Clinicafy www.clinicafy.com.br

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

TypeScript · React · Express · Prisma · MySQL

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

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; hardened 30 routes with server-side role and price checks (76 tests); iFood integration implemented, pending homologation.

Zap Mágico

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

Electron · TypeScript · React · MCP

- Own 12-tool MCP server (stdio and HTTP) for Claude Code, ChatGPT, Cursor and n8n, with rate limiting and allowlist guardrails.

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.

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