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OBJECTIVE

Tech Lead | Specialist Software Engineer

Tech Lead with 12 years of experience leading engineering teams on CRM, customer service, and sales products. Today, at Escale, I lead the construction of a sales ecosystem with artificial intelligence at its core — around 20 systems built 100% with AI. Over 25 years in IT, I have built a career developing web systems and APIs, combining technical leadership with hands-on coding. I currently work with Node.js, Ruby on Rails, and AWS, along with automations using N8N, Power Automate, and Typebot, under an AI First approach.

PROFESSIONAL QUALIFICATIONS

Experience: Technical leadership of engineering teams, web systems development, REST APIs, and AI First solutions for CRM, customer service, and sales.

Knowledge: Node.js, Ruby on Rails, PHP, Laravel, JavaScript, TypeScript, React, Vue.js, HTML, CSS, MySQL, PostgreSQL, MongoDB, AWS, GCP, SCRUM, Claude, Codex, N8N, Power Automate, and Typebot.

SUCCESS STORIES

AI Sales Ecosystem – Escale (*flagship project*) My largest project: an automated sales ecosystem built 100% with AI, with around 20 systems integrated end to end. It replaced an operation running on third-party systems and centralized all client onboarding into a single dashboard — the AI generates and tests the sales agents' prompts, suggests A/B tests, analyzes 100% of conversations (detecting purchase intent and the lead's mood), and organizes dashboards and the sales funnel. **Results:** new-client onboarding from ~60 days to at most 4 hours; new-client acquisition from 2–3 per year to 3 in a single month.

100% AI NPS – Movida Movida's first system built 100% with AI. It unified NPS surveys that were previously sent separately by each project, with guaranteed delivery and more responses. **Results:** survey delivery rate from 50% to 100%; response rate from 40% to 90%.

Customer Service CRM – Movida Unified customer service channels that were previously separate and disorganized, organizing and routing requests across operations teams with end-to-end traceability. **Results:** requests handled and resolved from 50% to 100%.

Online Auction – Sodré Santoro Latin America's first live online auction platform, fully web and mobile. It moved auctions away from a nearly all in-person model, cutting operational costs and expanding the business's reach and value. **Results:** bids placed online from 5% to over 80%.

EDUCATION

Centro Universitário Nove de Julho – Vila Maria – São Paulo

Bachelor's degree in Computer Science – Completed 2007 – 2010

Colégio Serrano Guardia – Guarulhos – São Paulo Technical High

School in Informatics and Mechatronics 2004 – 2006

PROFESSIONAL EXPERIENCE

Escale Tecnologia e Marketing LTDA 05/2026 – Present

Role: Tech Lead | Specialist Software Engineer

- Promoted to Specialist Software Engineer, taking on end-to-end technical leadership — from architecture to delivering solutions alongside the team
- Led the construction of an AI First sales ecosystem with around 20 systems built 100% with AI, cutting new-client onboarding from ~60 days to a few hours
- Acting as Tech Lead by organizing the development pipeline, team workflow, and quality practices, combined with technical direction, code review, and active hands-on coding
- Stack: Node.js, TypeScript, Ruby on Rails, AWS, N8N, Jira, Claude, and Codex

Escale Tecnologia e Marketing LTDA 09/2025 – 04/2026

Role: Tech Lead | Senior Software Engineer

- Acted as Tech Lead, organizing the development pipeline, team workflow, and practices to ensure higher delivery quality

- Led the evolution of sales tools with an AI First focus — the foundation that gave rise to the ecosystem built 100% with AI
- Code review, technical direction, and end-to-end hands-on work, close to the team and the product
- Stack: Node.js, TypeScript, Ruby on Rails, AWS, N8N, Jira, Claude, and Codex

Movida Aluguel de Carros 06/2018 – 09/2025

Role: Tech Lead | Full Stack Developer

- Acted as Tech Lead of the Customer Service team, driving technical decisions, organizing deliveries, and providing development direction
- Built the main CRM for customer communication, supporting the company's operations and its relationship with its customer base
- Developed the company's new NPS system, with a solution built 100% with AI, in addition to evolving web systems, REST APIs, and internal integrations
- Stack: PHP, Laravel, Node.js, MySQL, Google Cloud Platform (GCP), Jenkins, and Artificial Intelligence

Sodré Santoro Leiloeiro Oficial 07/2012 – 06/2018

Role: Tech Lead | Senior Full Stack Developer

- Acted as Tech Lead of the web development team, supporting technical decisions, solution architecture, and delivery organization
- Developed the company's online auction infrastructure, expanding the product's reach and contributing to sales growth
- Built and evolved web systems, REST APIs, and mobile solutions, extending the auction experience to mobile devices

- Stack: PHP, Laravel, Node.js, React, Vue.js, Bootstrap, MySQL, SQL Server, and PhoneGap/Cordova

Blue Service 11/2011 – 07/2012

Role: Tech Lead | Senior Full Stack Developer

- Acted as technical lead of the web development team, supporting architecture decisions, delivery organization, and the team's technical direction
- Developed and maintained corporate systems, with direct involvement in feature implementation, fixes, and integrations
- Supported the evolution of products and internal applications, balancing technical vision, operations support, and hands-on coding
- Stack: PHP, Node.js, MySQL, and PostgreSQL

Prodoctor RX – Pharmaceutical Marketing 04/2010 – 11/2011

Role: Systems Analyst

- Developed and maintained PHP web systems to support the company's internal and operational demands
- Implemented improvements and fixes to support business processes and the teams' daily routine
- Worked on application support and continuous evolution of the systems used by operations
- Stack: PHP, jQuery, and MySQL

Independent Projects 10/2008 – 04/2010

Role: Freelance Web Developer

- Direct work with clients on the creation of institutional websites and small custom web systems, focused on small businesses and

self-employed professionals

- End-to-end work on projects — from scope definition and proposal to implementation, deployment, and post-delivery support
- Managed my own client portfolio and delivery deadlines, balancing development, customer service, and operations
- Stack: PHP, jQuery, and MySQL

Nu Design 04/2008 – 10/2008

Role: PHP Developer

- Developed and maintained PHP web systems to meet client and company project demands
- Implemented features, fixes, and evolutionary improvements on the developed systems
- Worked on technical support of applications and on supporting the team's deliveries
- Stack: PHP, jQuery, and MySQL

DIGIPIX Digital Photography Solutions 09/2007 – 04/2008

Role: PHP Developer

- Developed and maintained PHP web systems supporting the company's internal and operational processes
- Supported network infrastructure and the environments required for operations
- Worked on technical support and maintenance of the technology resources used daily
- Stack: PHP, jQuery, and MySQL

Colégio Serrano Guardia 08/2005 – 09/2007

Role: Development Intern

- Developed and maintained internal PHP systems to support administrative and academic routines
- Supported network infrastructure and the institution's IT environments
- Managed the computer lab, ensuring availability of resources for students and staff
- Stack: PHP, jQuery, and MySQL

Independent Projects 01/2001 – 07/2005

Role: Freelance Web Developer

- Start of my technology career with the creation of websites for personal clients, local shops, and small businesses
- End-to-end work on building the solutions, from client alignment to delivery and publishing of the websites
- Self-taught learning in web development, the foundation that guided my entire subsequent professional career
- Stack: HTML, CSS, PHP, and MySQL