

Carlos Henrique Gomes

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PROFESSIONAL SUMMARY

Senior Automation & AI Integration Engineer with 12+ years in technology and 5+ years specializing in workflow automation, API integrations, and Generative AI deployment. Proven track record designing production-grade systems that generate measurable business impact: R\$80K+/month in recovered e-commerce revenue across 4 enterprise clients (~\$30K USD), R\$90K+/month in documented operational ROI, and mission-critical workflows reduced from weeks to minutes. Deep expertise in Python, n8n, REST APIs, event-driven architecture, and LLM-powered automation for B2B SaaS and e-commerce platforms.

CORE COMPETENCIES

Workflow Automation (n8n, Apache NiFi, Celery) · REST API & Webhook Integration · Python (Flask, FastAPI) · Generative AI & LLMs (GPT-4/5, Gemini) · Prompt Engineering · Agentic AI Workflows · Event-Driven Architecture · ETL & Data Pipelines · PostgreSQL · Docker · WhatsApp Business API · Business Process Automation (BPA) · iPaaS · Salesforce Integration · Apache Superset

PROFESSIONAL EXPERIENCE

Hi Platform • São Paulo, SP – Brazil

Sep 2021 – Present

Automation & AI Integration Specialist

- Automated internal Salesforce workflows for contract renewals, scope adjustments, and administrative operations, cutting execution time from 1 full week to under 30 minutes.
- Automated the bot knowledge-base export and visual rendering pipeline (JSON to React Flow), replacing 30 days of manual Figma work with an 8-hour automated execution per release cycle.
- Developed n8n middleware integrations connecting Mercado Livre and Shopee support channels into a centralized customer service hub.
- Built Hi Boards, an internal analytics platform replacing a third-party BI vendor, generating R\$52,000+/month in savings and incremental revenue (6 new clients onboarded at ~R\$2K/month each), serving 15+ support agents processing ~1,000 tickets/month.
- Built Meta API data pipelines for WhatsApp HSM template CTR calculation, with incremental PostgreSQL storage and executive dashboards in Apache Superset.
- Architected abandoned cart recovery automation for 4 enterprise clients across fashion, sportswear, corporate uniforms, and personalized apparel verticals, generating R\$80K+/month in recovered revenue (flagship client: R\$60K+/month, 15% re-engagement rate) via WhatsApp Business API.
- Automated 50,000+ monthly WhatsApp HSM dispatches for a large-scale enterprise client, scaling order-tracking notification delivery across high-volume operations.
- Deployed GPT-4/Gemini workflows for automated ticket summarization, sentiment analysis, and QA automation across the support team.

Grupo Semar Supermercados • Poá, SP – Brazil

Jun 2018 – Aug 2021

IT Analyst

- Managed IT infrastructure across a 30+ store retail network, supporting thousands of devices including POS terminals, self-checkout systems, servers, and workstations.
- Designed and configured store networks from scratch across the full chain: network mapping, equipment layout, cabling, and ongoing connectivity management.
- Administered ERP systems (Bluesoft and Arius) for inventory management, service orders, and retail operations, gaining foundational knowledge of business process integration.

- Introduced Atlassian tools (Jira) for IT ticket management and service order tracking, standardizing support workflows across the store network.
- Supported POS and self-checkout systems across multiple store formats, maintaining high availability for revenue-critical systems.
- Developed first automation scripts and API integrations to support operational routines, beginning the transition toward software and systems development.

Gomes e Gomes Informática (Independent IT Consultant) • Mogi das Cruzes, SP – Brazil 2015 – 2018
IT Consultant & Systems Integrator

- Delivered end-to-end IT consulting for SMB clients: network design, server configuration, system installation, and ongoing infrastructure support.
- Managed full client engagement lifecycle independently, from scoping through deployment and maintenance.

Webcyber Informática • Mogi das Cruzes, SP – Brazil 2013 – 2015
IT Technician

- Hardware assembly, OS configuration, and technical support; specialized in high-performance custom PC builds for gaming and professional use.

SELECTED PROJECTS & INITIATIVES

ProcessSurge | Founder & Technical Lead • 2023 – Present

B2B automation platform for SMBs: process automation, AI-powered customer support, and e-commerce sales recovery.

Cart Recovery Module | Abandoned Cart Automation (WhatsApp Business API / Email)

- Designed event-driven abandoned cart workflows triggered by e-commerce webhooks.
- Implemented opt-in/opt-out compliance logic, sending-window rules, and full message traceability.
- Stack: n8n, Redis, Celery, REST/JSON Webhooks, WhatsApp Business API.

Surge Assist | AI-Powered Ticket Triage & Classification

- Built LLM-powered ticket categorization system combining GPT-4 inference with rule-based heuristics for assisted triage.
- Reduced support queue decision latency and eliminated manual ticket routing overhead.

Prospect | AI-Powered Lead Generation & Qualification

- Built an AI-powered lead generation and qualification tool that scrapes and validates leads, scores them by intent and fit, enriches profiles with company and contact intelligence, and generates personalized outreach messages automatically.
- Stack: Python, OpenAI API (GPT-4), web scraping, data enrichment APIs.

TECHNICAL SKILLS

- **Programming & Backend:** Python (Flask, FastAPI), SQL, SQLAlchemy
- **Automation & Orchestration:** n8n, Apache NiFi, Celery, Redis, workflow automation, BPA, event-driven architecture, job scheduling
- **APIs & Integration:** REST API design, Webhooks, JSON, WhatsApp Business API (Meta API), Salesforce API, Mercado Livre API, iPaaS, middleware development
- **Artificial Intelligence:** OpenAI API (GPT-4/5), Google Gemini, Prompt Engineering, Generative AI, LLM integration, agentic workflows, sentiment analysis, NLP, QA automation
- **Data & Analytics:** PostgreSQL, ETL, data pipelines, Apache Superset, relational data modeling, KPIs, executive dashboards
- **Infrastructure:** Docker, containerization, self-hosted deployment, Linux

- **Platforms:** Salesforce, WhatsApp Business Platform, Mercado Livre, Shopee, Meta API

EDUCATION

- MBA in Artificial Intelligence & Big Data, Anhanguera University | Jun 2025 – Dec 2025
- MBA in Software Quality Management, Anhanguera University | Dec 2024 – Jun 2025
- Bachelor of Technology in Information Technology Management, UNIP | 2023

Additional Courses & Certifications:

- Customer Care & Expectation Management, Hi Academy
- LGPD, Brazilian General Data Protection Law
- ICT / Information and Communication Technology, SENAI

LANGUAGES

- English: Professional Proficiency
- Portuguese: Native
- Spanish: Basic