

Rafael Rabelo de Souza

AI Automation Engineer — AI Agents · Workflow Automation · GTM Tooling

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PROFESSIONAL SUMMARY

AI Automation Engineer and founder of Rabelo Co., building production AI agents, automation workflows, and data pipelines that turn business context into measurable revenue tools. Hands-on across the full stack: n8n agent orchestration, LLM integration (Claude, GPT), RAG with vector databases, CRM automation, and AI-powered web apps shipped end to end. I sit naturally at the intersection of sales, product, and AI engineering — designing systems that surface signals, automate outreach, and qualify leads at scale. English C2 (EF SET Certified).

CORE SKILLS

AI & Automation: AI Agent Workflows (n8n), LLM Integration (Claude, GPT-4o), Prompt Engineering, RAG / Vector Search (Supabase pgvector, embeddings), AI Vision (GPT-4o Vision), Audio Transcription & Summarization (Whisper), Make / Zapier-style automation
GTM & CRM Intelligence: Pipedrive & Kommo CRM Automation, Stage-Based Activity Cadences, AI-Generated Follow-up, Automated Pre/Post-Call Briefs & Account Notes, Lead Scoring & Qualification, Meta Lead Ads Ingestion, Pixel Event Tracking, Webhook Orchestration
Engineering: TypeScript, JavaScript, Python, Next.js, React, Node.js / NestJS, FastAPI, PostgreSQL, SQLite, Supabase, Redis / BullMQ, REST API design, Prisma, Stripe
Data & Infra: Data Pipelines, Cron / ETL Jobs, SQL, Vector Embeddings, Evolution API (WhatsApp), ClickUp API, Socket.IO, Vercel, Railway
Practices: Product Thinking, End-to-End Shipping, SEO/Content Automation, Bidirectional Tool Sync (ClickUp)

EXPERIENCE

Founder & AI Automation Engineer — Rabelo Co. (Remote)

Apr 2025 – Present

Independent consultancy delivering AI agents, automation, and software for multiple B2B clients across paint retail, healthcare, and beauty verticals.

- Built and shipped **production AI agents on n8n** for 7+ client businesses, integrating Claude/GPT with WhatsApp (Evolution API) and CRMs (Pipedrive, Kommo) — automating qualification, follow-up, and human handoff with live state management.
- Engineered a **stage-aware activity-cadence engine in Pipedrive** (128-node n8n workflow) that auto-creates daily call/WhatsApp touchpoints by funnel stage and date — and automatically pauses and rolls back created activities when a deal moves stage, keeping the pipeline clean.
- Built an **AI-driven follow-up system** that generates stage-specific outbound copy with GPT and structured-output parsers, validates numbers, and dispatches across multiple WhatsApp instances via Evolution API.
- Automated **post-call CRM intelligence**: Whisper transcription of SDR calls → GPT summary → auto-logged note on the Pipedrive deal, giving reps instant account context without manual write-ups.
- Created **AI candidate-screening pipelines**: a Lovable form feeds a webhook where an LLM agent scores applicants against hiring criteria and ships a pre-evaluated task into ClickUp — covering both initial screening and deep résumé diagnostics.
- Built **Meta Lead Ads → Pipedrive ingestion**: qualifies inbound leads with AI, creates person/deal/note records, and fans out segmented WhatsApp messages to the lead, sales team, and internal groups.
- Architected a **hybrid RAG + API system** (Supabase pgvector, text-embedding-3-small) that cut response latency and cost by serving static knowledge from a vector store — migrating 20 professionals, 224 services, and 500 client records into a new schema.
- Engineered **lead-scoring capture funnels** with conditional routing, Meta Pixel event tracking, and webhook-driven asset delivery — qualifying leads by revenue and fit before they reach the sales pipeline.
- Shipped a **full financial web app** (Next.js 15, Supabase, RLS, REST API with API keys) to production on Vercel, plus an **Electron ops panel** with bidirectional ClickUp sync driving onboarding across 10+ accounts.

SELECTED PROJECTS

RAG Scheduling Agent (beauty vertical) · n8n · Supabase pgvector · OpenAI · AVEC API

Hybrid RAG (static knowledge) + live API (agenda) agent with daily embedding ingestion and AI→human handoff. Reverse-engineered an undocumented third-party API (Cognito auth, report endpoints).

Ativos Digitais — Pipedrive/CRM GTM Automation Suite · *n8n · Pipedrive · ClickUp · Evolution API · OpenAI (GPT + Whisper) · Meta Lead Ads*
End-to-end GTM automation: stage-based activity cadences with rollback, AI follow-up, Whisper call summaries logged to deals, AI candidate screening into ClickUp, and Meta-form lead ingestion into Pipedrive with segmented WhatsApp dispatch.

Lead Scoring Funnels · *Webhooks · Meta Pixel · WhatsApp*

Capture pages that score and route leads (qualified → booking, unqualified → nurture) with personalized copy and automated asset delivery.

FIA — Financial Intelligence Assistant · *Next.js 15 · Supabase · Vercel*

Full personal-finance web app in production: recurring expenses, installments, goals, BCB rate sync, investment simulator, and a versioned REST API.

Telegram 3D Search · *Python · FastAPI · SQLite FTS5 · OpenAI Vision*

Semantic + fuzzy search across ~60 sources with AI visual verification and on-demand download.

EDUCATION

B.Sc. Software Engineering — in progress · 2024 – Dec 2027

CERTIFICATIONS & TRAINING

- **EF SET English Certificate — C2 Proficient (77/100)**, May 2024
- Technical training in Automation & AI — Escola de Automação, NoCode Academy, Kommetrik

LANGUAGES

Portuguese: Native

English: C2 Proficient (EF SET Certified)