

## MARCELO ARAUJO

Aventura, Florida, USA | Balneário Camboriú, Brazil (currently)

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## SUMMARY

Full-Stack Software Engineer specializing in TypeScript, React/Next.js, Node.js, and AWS, with experience building scalable SaaS platforms, real-time systems, analytics products, and media-processing pipelines.

## TECHNICAL SKILLS

JavaScript, TypeScript, Python • React, Next.js, Tailwind CSS, Redux Toolkit, TanStack React Query • Node.js, Express.js, Nest.js, Prisma, NextAuth, REST APIs, WebSockets, JWT • PostgreSQL, MongoDB • AWS (S3, SNS, ECS, ECR, SSM), Docker, Cloudflare R2/CDN • Jest, Playwright, FFmpeg, Git, Jest

## PROFESSIONAL EXPERIENCE

**Fellipe Vinhos** (Wine e-commerce & operations platform) | Freelance Full-Stack Software Engineer | Jan 2026 – Present

- Implemented authentication, guest checkout, and role-based access control
- Built a robust order system with idempotent API order creation, customer profile linking, B2B/B2C fiscal validation (CPF/CNPJ/IE), shipping cost handling, discount logic, and order lifecycle management
- Integrated Cloudflare R2 storage and CDN-friendly image hosting through AWS SDK S3-compatible utilities, including normalization logic for R2 keys and public asset delivery
- Built asynchronous worker/queue infrastructure for real-time job processing
- Integrated Mercado Pago Checkout Bricks with idempotent payment processing and webhook-ready architecture.
- Implemented payment abstraction layer supporting multiple payment providers.
- Built a backoffice system reduced order entry workload by approximately 4 hours per day by centralizing order management and automating operational workflows.

**Venus Prive** (SaaS Directory Platform) | Contract *Full-Stack Software Engineer* | Mar 2024 – Nov 2025

- Designed a production-grade platform for creator listings, with role-based access control across creator, admin, and superAdmin workflows
- Implemented secure authentication and account flows, password reset/change endpoints, and request rate limiting on critical APIs
- Built an end-to-end media pipeline for image and video handling using S3-compatible storage, presigned uploads, CDN URL strategy, and cache-control optimization
- Strengthened SEO and discoverability with dynamic sitemap/robots generation, metadata-driven listing pages, and city/category/profile routing patterns

**Metrico.pro** (SaaS Link Analytics Platform) | Freelance *Full-Stack Software Engineer* | Feb 2024 – Oct 2024

- Architected a multi-tenant link analytics SaaS, enabling creators and small businesses to track campaign performance across social channels
- Built subscription and billing flows with Stripe Checkout and webhook-driven lifecycle handling (trialing, active, past-due, cancelled, expired), including upgrades/downgrades and reactivation logic
- Implemented secure authentication, role-based access (USER/ADMIN/SUPERADMIN), and route-level gating for protected dashboard areas
- Developed click-tracking infrastructure with referrer attribution, user-agent parsing, device classification, and privacy-preserving IP hashing for analytics reliability

**BrazilianFans** (Creator Monetization Platform) | Contract *Full-Stack Software Engineer* | Mar 2023 – Dec 2024

- Architected a large-scale split-stack platform with NestJS backend and Next.js frontend, delivering subscriptions, PPV content, tipping, creator profiles, and role-based admin operations
- Engineered real-time messaging infrastructure, conversation rooms, attachment support, and notification events for live user interactions
- Designed scalable media-processing pipelines for user-generated content using AWS S3/SNS, FFmpeg compression, asynchronous workflows, and image optimization
- Reduced monthly storage costs by 20% by implementing image compression, decreasing average file size from 5MB to 1MB

- Automated deployments of containerized backend/frontend services to AWS ECS Fargate via CI/CD pipelines, using ECR images, PostgreSQL, S3, SNS webhook integration, and SSM-managed runtime secrets

#### **Water-Gas Reader (AI-Powered Meter Reading Service) | Personal Project | Dec 2022 – Feb 2023**

- Built a TypeScript/Express backend for uploading water and gas meter photos, reading the displayed values, and storing customer measurements in MongoDB.
- Integrated Google Gemini generative AI to process uploaded meter images and return only numeric readings, enabling automated OCR-style extraction from meter photos.
- Added robust validation and business rules: duplicate month protection, customer-specific reading lookup, measure confirmation/correction flow, and structured API responses.
- Packaged the service with Docker/Docker Compose and used environment-driven configuration for Gemini API keys and MongoDB connectivity.

### **ADDITIONAL ENTREPRENEURIAL & TECHNICAL EXPERIENCE**

#### **Founder & Operator — Nouer MGMT (Modeling Agency) | Santa Catarina, Brazil | 2019 – 2022**

- Designed and developed the company website and internal operational platform using JavaScript, Next.js, and PostgreSQL, including authenticated model/client portals and role-based access control workflows.
- Built operational systems for model booking and reservations, calendar scheduling, and real-time availability management to streamline agency operations.
- Founded and operated a fashion/model management agency overseeing business operations, client acquisition, scheduling, and talent management for a roster of 100+ models.
- Managed digital production workflows including image processing, content delivery, online marketing, branding, and client communications.

#### **Founder — Marcelo Araujo Photography Los Angeles, CA, USA | Santa Catarina, Brazil | 2010 – 2019**

- Built and operated a freelance photography and digital media business serving fashion, commercial, and branding clients including Galderma, Lez a Lez, and Carmen Steffens.
- Designed and maintained the company website, portfolio platform, and digital content delivery workflows while managing online marketing, client communications, and media operations.
- Delivered commercial photography work across fashion, branding, and entertainment projects, including promotional and cover photography for independent film productions.

#### **E-commerce Entrepreneur Huntington Beach, CA, USA | 2007 – 2010**

- Operated online retail businesses through eBay, Amazon, and self-managed e-commerce storefronts.
- Managed product sourcing, listings, pricing strategies, inventory tracking, customer support, and online storefront operations.
- Gained early experience with digital commerce systems, analytics, online advertising, and operational automation workflows.

#### **Software Operations Technician — WaveDataSystems Huntington Beach, CA, USA | 2006 – 2007**

- Supported live scoring and competition-management software used in national and international surfing events.
- Handled software setup, terminal installation, troubleshooting, system recovery, and real-time operational support during live competitions.
- Worked in high-pressure event environments requiring reliability, rapid problem-solving, and technical coordination.

#### **Professional Athlete — Competitive Surfing**

- California, USA & International Competitions | 1999 – 2006
- Competed professionally in regional, national, and international surfing competitions.
- Developed discipline, adaptability, performance under pressure, and international travel/team coordination experience.