

GABRIEL VIEIRA MELO

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PROFESSIONAL SUMMARY

Professional experience in inventory operations, complemented by independent projects in web development, digital marketing, and productivity. Hands-on experience with landing pages, Meta Ads campaigns, Meta Pixel tracking, and Excel-based financial controls. Seeking an entry-level opportunity in marketing, technology, or digital operations, with a focus on continuous learning and professional growth.

PROFESSIONAL EXPERIENCE

Pixelé Calçados | Stock Associate | Nov 2024 – Sep 2025

- Receiving, inspecting, organizing, and storing merchandise.
- Inventory control and maintenance, following storage standards and ensuring product availability.
- Conducting periodic inventory counts, verifying quantities, identifying discrepancies, and updating inventory records.

INDEPENDENT PROJECTS

Web Development & Landing Pages | 2026 – present

- Development and publishing of landing pages using HTML, CSS, and JavaScript, with version control in Git/GitHub and deployment via Cloudflare/Vercel.
- Domain configuration and tracking with Meta Pixel, events, and custom conversions.
- Use of AI tools to support research, implementation, and problem-solving throughout development.

Digital Acquisition & Sales | 2025

- Structuring a digital acquisition flow with Meta Ads campaigns directed to WhatsApp.
- Creating and adapting ad creatives and copy using Canva.
- Managing the customer service and sales flow via WhatsApp Business, using a chatbot and basic automations.

Excel Financial Tracker | 2026

- Creation of a spreadsheet to track income, expenses, recurring costs, and balance, organized into 12 monthly tabs.
- Use of tables, charts, and formulas such as SUM, SUMIF, IF, and FILTER to automate calculations and financial tracking.

TECHNICAL SKILLS

Web Development: HTML, CSS, JavaScript (basic), Git, GitHub, VS Code, Cloudflare, and Vercel

Digital Marketing: Meta Ads, Meta Pixel, events and custom conversions, Canva, and WhatsApp Business

Data & Productivity: Excel (formulas, tables and charts) and Word

AI for Work: ChatGPT, Claude, Gemini, Google AI Studio, and Google Antigravity

EDUCATION & CERTIFICATIONS

High School | E.E. Professora Therezinha Sartori, Mauá/SP | Completed in 2024

Web Programming Fundamentals | Rocketseat | 2024

Basic Python | Fundação Bradesco | 2024

NR-06 | Personal Protective Equipment (PPE) | SINCOMÉRCIO ABC | 4h | 2025

LANGUAGES

English | Intermediate

French | Lower-intermediate