

# Leandro Fernandes de Macedo

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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 customer communication products. 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 and customer service.

**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.

## PROJECTS

**AI First CRM – Escale** Evolution of CRM tools with Artificial Intelligence at the core of the product, bringing technology, operations, and customer service closer together.

**100% AI NPS – Movida** End-to-end NPS system built with AI, which collects, classifies, and turns customer feedback into fast business insights.

**Customer Service CRM – Movida** Movida's main customer communication CRM, unifying service channels and centralizing the relationship with its customer base.

**Online Auction – Sodré Santoro** Online auction platform and mobile app that expanded the business reach beyond in-person events, opening a new sales channel.

## **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 of projects — from architecture design and technical decisions to delivering solutions alongside the team

- Responsible for the continuous evolution of CRM tools under an AI First approach, expanding the reach of artificial intelligence across customer service, operations, and customer communication products
- 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 CRM tools with a focus on an AI First approach, connecting technology, operations, and efficiency in customer service
- Responsible for code review, technical direction, and end-to-end work on customer communication across service channels
- 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