

Fabio Selau

Phone: +5567998286870 · **Location:** Paranhos, Brazil (UTC-4)

Email: fabioselau077@gmail.com · **LinkedIn:** www.linkedin.com/in/fabioselau

SENIOR SOFTWARE ENGINEER

Full-stack engineer with 10+ years shipping production SaaS for B2B and B2C: ERP and tax-compliance platforms, AgTech, and consumer marketplaces. Backend core in PHP/Laravel, Node.js, and Python on PostgreSQL; Vue and React on the front end; Flutter on mobile. Owns delivery end to end, from architecture and database design to Docker, CI/CD, and cloud (AWS, GCP, Azure). MBA in Data Science from USP, Brazil's top-ranked university, with ML models and LLM automations shipped to production. Co-founder and former CTO of an influencer-marketing startup accelerated by Rede Globo's Grupo Mirante, grown organically to 10,000+ users.

WORK EXPERIENCE

CodeFlowLabs – *Remote, Brazil*

08/2025 – Present

Software Engineer

- Own end-to-end delivery of a multi-tenant SaaS ERP (Laravel, PostgreSQL, Vue) serving 200+ client companies in retail and agribusiness - from database architecture to production deploys.
- Built the platform's electronic-invoicing engine: real-time integration with government tax APIs - the legally mandated channel through which every client sale is billed. Designed the full draft-to-transmission lifecycle, a tax-calculation engine covering multiple corporate tax regimes, and cancellation/correction flows, all certified in the tax authority's test environment before go-live.
- Lead development of a precision-agriculture module spanning georeferenced field collection points, soil and foliar analysis pipelines, and agronomic recommendation engines - rulesets built and validated with agronomists against national agricultural research standards.
- Built Friboots, a social network for the agribusiness community - news feed, commodity quotes, user posts, groups, events, and an integrated marketplace - delivering the full Laravel backend and the Flutter mobile app, including native in-feed advertising.
- Delivered MeteoCloud, an agricultural climate-intelligence platform for a key client: multi-vendor weather-station integrations (Ecowitt, Weather Underground), Apple WeatherKit forecasting (JWT/ES256), and automated natural-language weather reports.

Beloni IT – *Remote, Brazil*

01/2023 – 08/2025

Software Engineer & Data Scientist

ERP and CRM software company founded by a former executive of Itaú, Latin America's largest bank.

- Core engineer on an after-sales & loyalty CRM used by ~50 companies of all sizes - owned features across the Laravel backend, Vue frontend, and Flutter mobile app.
- Built the CRM's campaign-delivery infrastructure end to end: channel configuration and an AWS Lambda send pipeline integrating the WhatsApp Business API, third-party WhatsApp gateways, and SMS providers.
- Designed and shipped production ML models - purchase propensity and discount affinity - enabling client marketing teams to target campaigns at the customers most likely to buy.

Fabio Selau

fabioselau077@gmail.com

- Extended the company's ERP with advanced bulk-import tooling (products, services, customer records) that cut setup effort for newly signed clients, and maintained the system in production.
- Built an embeddable gamified lead-capture widget for e-commerce storefronts (Nuvemshop) - a prize wheel with merchant-configurable prizes and odds - feeding captured leads directly into CRM campaign audiences.

Exclaim Tecnologia – *Remote, Brazil*

06/2020 – 01/2023

Full-Stack Developer

- Joined as an intern and converted to full-time developer within ~2 months; shipped features across the fiscal, inventory, and billing modules of a market-leading regional ERP (Laravel, Node.js, Vue).
- Built automated product intake from electronic-invoice XML files, eliminating manual data entry for inventory receiving.
- Integrated the ERP with e-commerce platforms including Shopify and Nuvemshop, LATAM's largest e-commerce platform.
- Overhauled the CI/CD pipeline, cutting deploy times from ~8 to ~3 minutes.
- As Scrum Master, introduced structured code review and task refinement, cutting new production bugs by ~90%.

Get Influencer – *Dourados, Brazil*

01/2020 – 05/2025

Co-founder & CTO (parallel venture)

- Founded and built Brazil's pioneering influencer-marketing marketplace, accelerated by FCJ Group, Aduela Ventures, and Grupo Mirante - subsidiary of Rede Globo, Latin America's largest broadcaster.
- Grew the platform organically to 10,000+ registered influencers and 5,000+ advertisers, with US\$50k+ transacted - zero paid acquisition.
- Built the entire product solo: Flutter mobile app, Vue web platform, Laravel/Node.js backend, and Python pipelines integrating the Meta API to compute engagement and retention analytics for creator profiles.
- Drove acquisition through on- and off-page SEO, ranking #1 on Google for thousands of niche keywords.

Inova UNIGRAN – *Dourados, Brazil*

01/2019 – 06/2020

Software Engineer

- Developer at UNIGRAN's innovation and startup-acceleration arm - a portfolio of 10 early-stage startups - working hands-on as engineer on 2 of them, building backends in PHP and Python and mobile apps in Flutter.
- Early Flutter adopter (studying the framework since its 2018 beta; shipping projects from 2019); standardized the team's requirements-gathering process, later adopted across acceleration projects.

Freelance Web Developer & SEO – *Dourados, Brazil*

2016 – 2019

- Delivered websites and custom web systems for local businesses while completing a Software Engineering degree, ranking client sites for competitive local keywords through on- and off-page SEO.

PERSONAL PROJECTS

- **MidiaKit.me (live - midiakit.me):** Media-kit SaaS for creators and influencers with verified social-media metrics. Built solo end to end (Laravel, PostgreSQL): Pro subscription tier, invite-based verified-reviews system, and SEO-driven acquisition.
- **Radar Dinheiro (live on the App Store and Google Play):** Personal-finance app built and launched in under a month; peaked at 500 organic sign-ups in a single day and generates recurring subscription revenue (RevenueCat), zero paid acquisition to date.
- **Maitei (live, serving 5 business customers):** Omnichannel support inbox on the official Meta (WhatsApp) Cloud API with RAG-based AI ticket deflection, SLA tracking (first-response and resolution time), tiered escalation via Slack and webhooks, and white-label customer portals (knowledge base, roadmap, CSAT).

EDUCATION

USP – University of São Paulo – São Paulo, Brazil

MBA in Data Science & Analytics, 09/2021 – 07/2023

UNIGRAN – Greater Dourados University Center – Dourados, Brazil

Bachelor's in Software Engineering, 06/2016 – 01/2021

PROFESSIONAL SKILLS

- **Backend:** PHP/Laravel (10 yrs), Node.js and Python (6+ yrs) - REST APIs, multi-tenant SaaS architecture, modular monoliths designed for microservices extraction (Laravel Modules), automated testing (TDD - Pest/PHPUnit), background job queues (Redis)
- **Frontend & Mobile:** JavaScript/TypeScript, Vue.js, React, Flutter (since 2019)
- **Databases:** PostgreSQL (multi-tenant schema design, SQL query optimization), DynamoDB
- **Cloud & DevOps:** AWS (Lambda, DynamoDB, EKS) - Certified Cloud Practitioner; GCP, Azure; Docker, Git, CI/CD with GitHub Actions, Kubernetes
- **AI & Machine Learning:** production ML models (purchase propensity, discount affinity), RAG/LLM integration, AI-assisted engineering (Claude Code)
- **SEO & Growth:** 10 yrs hands-on (technical, on/off-page) - grew own products to 10k+ users organically; GA4, Search Console, SEMrush, GTM
- **Agile:** Scrum (certified; former Scrum Master), Jira

CERTIFICATIONS

- AWS Certified Cloud Practitioner
- Scrum Fundamentals Certified – SCRUMstudy

LANGUAGES

- **English:** Basic – B2
- **Portuguese:** Native
- **Spanish:** Intermediate