SALES · MARKETING · APPLIED AI

Vagner Rafael Pereira Marques



Over **10 years in sales, marketing and business management** gave us what no tool delivers on its own: knowing what is worth automating. With AI at every step, **we cut manual hours** and turn commercial process into results.

+55 87 98176-5783 rafaelvagner908@gmail.com Brazil · remote (UTC-3)
vagner-rafael.vercel.app/en LinkedIn

10+ years in sales, marketing and management

3× revenue growth at a machinery manufacturer

96% of messages sent by the AI agent

45k+ lines of code in systems I run in production

WHAT WE BUILD

AI agents for sales
Prospecting, support, qualification and follow-up, handing off to a salesperson at the right moment.

Process automation
Workflows connecting WhatsApp, CRM, ads, spreadsheets, calendar and billing, with error handling.

Custom systems
CRMs, dashboards, catalogs, websites and e-commerce. MVP in days, reviewed before going live.

Strategy and marketing
Funnels, campaigns, paid traffic and KPIs: what decides what to automate.

EXPERTISE ACROSS THE FUNNEL

Acquisition
Campaigns, lead generation, Google Ads and Meta Ads, outbound prospecting.

Channels and CRM
WhatsApp, Instagram, website and email; funnel, support and follow-up.

Loyalty
After-sales, repeat purchase, referrals and satisfaction surveys.

Management
Goals, KPIs, quotes and finance.

SELECTED WORK: REAL SYSTEMS, REAL CLIENTS

OWN PRODUCT

Funil3D

1,800 businesses mapped

96% of messages sent by the agent

21/26 previews opened by the lead

Prospecting and sales engine with an autonomous SDR agent handling about 40 leads a day. **Salespeople only step in once the lead wants to talk.**

- **Radar** scans the market by niche and city and scores each business against the chosen strategy.
- **SDR agent** reaches out on WhatsApp, reads the reply, spots chatbots, builds a **personalized preview** of the service and invites the lead to a meeting.
- **Calendar** that picks up the time agreed in the chat, **proposals** with contract and e-acceptance, and **billing**.

FOOD MANUFACTURER

WhatsApp super agent

8 tools wired in

n8n on our own server

Answers paid-traffic leads for a frozen-food brand. **Replies instantly, qualifies and books the visit.**

- Replies **in the salesperson's voice**, understands voice notes and reads photos.
- Company knowledge base, objection handling from the playbook and **Google Calendar booking**.
- Journey logged in the CRM (Chatwoot), self-hosted on a Docker VPS: n8n, Chatwoot and Evolution API.

FOOD SERVICE

Digital operation

~989 kg tracked batch by batch

3 catalog versions

A distributor starting from zero. **Everything it needed to sell and stay in control, built in weeks.**

- **B2B digital catalog** that sends the order to WhatsApp, in three versions.
- **Cold-storage control** with batches, expiry dates and three access profiles.
- **CEO dashboard**: sales, customers, cash flow and invoice terms payment by payment.

MORE PRODUCTS WE'VE BUILT

VitrineAir
Digital menu with WhatsApp ordering, owner dashboard and a savings calculator versus delivery apps.

NEXUS · nexus-inox.vercel.app
Stainless-steel parts store, with a Python engine that generates the laser-cutting file and verifies it before the machine.

Automated content studio
From brief to carousel, card and video in each brand's identity, frame-accurate. Platform coming soon.

Commission Machine
Affiliate-marketing operation: catalog, ranking, links and promo material, with a scraping worker on our own server.

HOW WE WORK

01 Find the pain
Where the team loses time, deals or money, and what it costs.

02 MVP in days
A first version running on real data.

03 Measure
Hours given back, agent accuracy, cost per operation.

04 Train and scale
The team runs it alone; the next automation is queued.

TOOLBOX

AI AND AGENTS	Claude, GPT, Gemini and Groq · JSON output · intent · agent ↔ human hand-off · voice and image
AUTOMATION	n8n · Supabase Edge Functions · webhooks · cron · Evolution API · Chatwoot · OAuth and API keys
DATA AND PRODUCT	PostgreSQL · Supabase with RLS · Firebase · React · TypeScript · Python · Vercel · Docker VPS
AI-ASSISTED DEV	Claude Code as our main environment · MCP · every line reviewed and checked before production

BACKGROUND

2025 – now

Founder and CEO · ACTUS

AI, automation and technology agency · Brazil

- Founded ACTUS when I left Atlanta. **AI agents, automations, websites, e-commerce, custom systems and MVPs**, plus team training. In-house product: **Funil3D**.

2025 – now

Sales strategy, marketing and technology consultant

By project, on demand or by the hour · multiple industries

- Outsourced strategist. At **Gomes Gourmet** (2026): from-scratch regional expansion, campaigns and ads, a **B2B digital catalog** and the **SDR agent**. Funnel and campaigns for **6 companies**.

2023 – 2024

Head of sales and marketing

Atlanta Máquinas · agricultural machinery

- **Tripled revenue** and took a regional brand head-to-head with national leaders. Paid traffic, inbound, outbound, trade shows and a target-driven team.

2018 – 2022

Filmmaker, photographer and communications advisor

- After leaving Vitória, worked as a **professional freelance photographer and filmmaker**, with an agency under my own name.
- 2020–2022: communications advisor and strategic leadership of the campaign that elected the mayor of Dormentes (social, video, jingles), leading the creative team.

2011 – 2017

Sales supervision · Vitória Atacadista

- **5+ years supervising sales** in food wholesale, accountable for targets, routes and reporting to the board.

EDUCATION AND LANGUAGES

EDUCATION	Sales Management · Unicesumar · Theology · Esteadeb · Portuguese (native) · English (technical) · Spanish (basic)

We'd rather show than tell.

These systems are proprietary and run on live client data. In 30 minutes we'll show it all live. We work by project, on demand or by the hour.

+55 87 98176-5783
vagner-rafael.vercel.app/en