

Lucas Rosa

Backend / Full Stack Developer | Node.js | TypeScript | PostgreSQL

LinkedIn: <https://www.linkedin.com/in/lucasrosa-backend/>

GitHub: <https://github.com/LucasR0sa>

E-mail: lucasl.rosa@hotmail.com

Phone Number: +55 (48) 99611-0612

Profile

Backend / Full Stack Developer experienced with Node.js, Deno, TypeScript, React and PostgreSQL. Hands-on experience with REST APIs, OAuth2 and webhook integrations, JWT authentication, layered architecture, data syncs between systems, Python ETL and Business Intelligence. I write automated tests and monitor production systems with alerts. A collaborative professional focused on business, Growth and data analysis, using software development to build results-oriented solutions.

Achievements

- Built Nova Promotora's Growth Marketing platform end to end (React + TypeScript on the front end, Deno + PostgreSQL/Supabase on the back end), now in production analyzing 15,000 partners and 7.8 million contracts (R\$ 15.6 billion in gross volume), with automatic CRM syncs every 2–3 minutes, replacing manual spreadsheet exports.
- Built the partner journey from ad to revenue (Lead → Signup → Production → Result), matching 12,255 RD Station leads to the CRM base through its API with a 96.8% automatic match rate: for the first time, the partners and revenue generated by marketing became measurable.
- Built the Social with AI module (Instagram via Meta Graph API), which replaced the Reporter subscription (Premium plan, ~R\$ 2,000/year): AI analyzes every post and a copilot answers questions about the profile metrics.
- Automated weekly Instagram benchmarking of 22 competitors (ranking by real engagement rate and peak posting time) for ~US\$ 3/month, versus US\$ 250–1,500/month for the paid APIs evaluated, a ~98% cost reduction.
- Cut the time to turn meeting notes into a structured campaign plan in ClickUp from 30–60 minutes to ~20 seconds, with AI drafting the tasks.
- Shipped 6 modules to production (235 commits across React/TypeScript, Deno and SQL), integrating 7 external systems: Storm CRM (OAuth2), Meta Graph API, RD Station, Google Sheets, Apify, ClickUp and AI APIs (Anthropic and Gemini), with automated tests and Discord monitoring alerts.
- Main technologies: React, TypeScript, Node.js, Deno, Hono, PostgreSQL/Supabase, Tailwind CSS, Vite, Python, REST APIs, OAuth2, JWT/sessions, pg_cron.

- Soft skills: I run meetings with internal clients to turn business pain points into technical scope, working from discovery to deployment and prioritizing data reliability: every metric in the system has a single, validated source of truth.

Work Experience

Full Stack Developer and Growth Marketing | Nova Promotora de Crédito

- Built a full stack platform that connects paid media campaigns to the operational production of 15,112 partners.
- Built REST APIs in TypeScript with Deno and Hono on top of PostgreSQL (Supabase).
- Developed the React frontend with JWT authentication, session control and protected routes.
- Designed the PostgreSQL data model and implemented CRUD operations.
- Automated data syncs between systems with scheduled jobs (pg_cron), retries and Discord alerts.
- Responsible for the end-to-end development of the solution together with the design team.
- Led meetings with the marketing and sales teams to turn business needs into new projects.

Head of Business Strategy | Nova Promotora de Crédito

- Developed Python ETL pipelines for API integration and data consolidation.
- Automated Business Intelligence processes with Pandas and Power BI.
- Implemented integrations between systems and APIs to reduce manual activities.
- Structured Growth KPIs (CAC, LTV, MQL→SQL funnels) and marketing automations.

Full Stack Engineer at Freelancer, Remote

- Freelance full stack development projects over 6 years, in parallel with Growth, Sales and BI roles, using Node.js, JavaScript, TypeScript, PostgreSQL, Express.js, React, Python, Flask, RESTful APIs, monitoring and documentation.
- Code versioning practices using GitHub and GitLab.
- Experience in the development and evaluation of advanced AI systems.

Previous Experience

Par Mais / MB Asset – Digital Marketing, SEO, lead generation and qualification.

Assert – SDR and Inside Sales Supervisor, commercial leadership and indicators. ADJ Innovation – Supervisor/Commercial, Growth and Technology Manager.

Projects

- Nova MKT System – Full stack platform in production (React, TypeScript, Deno, Hono, PostgreSQL/Supabase, JWT).
- Login Authentication and Authorization System – Authentication and authorization.
- SCTEC Project – Full Stack Academic Application.
- Pokédex TypeScript Lite – REST API consumption

Technical Skills

Node.js • TypeScript • JavaScript • React • Express.js • Deno • Hono • PostgreSQL • SQL • Supabase • Python • REST APIs • OAuth2 • JWT • Automated testing • HTML5 • CSS3 • Tailwind CSS • Git • GitHub • Pandas • Power BI

Soft Skills

Leadership • Communication • Analytical Thinking • Problem Solving • Project Management • Adaptability • Teamwork

Education

Federal University of Santa Catarina

Bachelor's degree, Business Administration • (2012 - 2018)

SENAI/SC - National Service for Industrial Learning Back-end Developer - Node.js, Computer Software Engineering • (April 2026 - December 2026)

Courses

- Front-end and Back-end Development - SENAI/SC;
- Data Analytics & Power BI Fundamentals - Xperiun | Data Analytics;
- Inbound Marketing - RD University;
- ANEPS Banking Correspondent Certificate;
- ANBIMA Professional Certification Series 10 - CPA-10 ANBIMA;

Languages

Portuguese: Native

English: Intermediate