

DAVI HENRIQUE

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github.com/davi-mario

Prompt Engineering

AI professional with expertise in prompt engineering, LLM behavior alignment, and trust & safety systems for scalable AI applications. Proven ability to design ethical workflows, automate pipelines, and integrate APIs across SaaS environments. Certified by Google, DeepLearning.AI, and Vanderbilt University in generative AI and prompt engineering. Currently enhancing Python and automation skills to build intelligent, user-focused solutions.

WORK EXPERIENCE

Eurofarma Laboratories 09/2015 - 06/2023
Pharmaceutical Sales Representative • Full-time Piracicaba-SP

Built strong relationships with healthcare professionals, promoted medical products, conducted medical consultations, and achieved consistent sales growth while adhering to high ethical standards.

Aché Laboratories 02/2014 - 09/2015

Collaborated with physicians and clinics, organized promotional events, and provided technical support for prescribed products.

Pharmaceutical Sales Representative • Full-time Piracicaba-SP

Developed partnerships with doctors and clinics, organized promotional events, analyzed market trends, and provided full technical support for prescribed products.

Coca-Cola FEMSA 02/2003 - 01/2014

Managed a portfolio of over 2,000 clients, led regional sales teams, implemented market expansion strategies, and coordinated brand promotion events.

Sales Executive → Representative → Promoter • Full-time Piracicaba-SP

- Managed a client portfolio of over 2,000 accounts, including 45–50 daily visits to POS.
- Led sales strategies and coached regional teams, driving consistent growth.
- Promoted visibility through events and shelf optimization across major markets.

EDUCATION

Computer Programming Diploma Canada • 01/2024 - 04/2025
Conestoga College • GPA: 3.6/4.0

Bachelor's in Business Administration Brazil • 01/2008 - 12/2011
Anhanguera Educacional

Focused on business strategy, marketing analytics, and financial planning.

CERTIFICATIONS

Introduction to Generative AI
ChatGPT Prompt Engineering for Developers
Prompt Engineering for ChatGPT
Python Specialization (In Progress)

PROJECTS

CartButler – AI-Powered Retail Assistant (Capstone Project)

- Engineered an AI assistant simulating intelligent shopping behavior using LLMs and prompt guardrails to prevent biased/hallucinated outputs
- Integrated backend APIs and real-time user feedback loops to optimize recommendation campaigns
- Conducted functional, behavioral, and regression testing to ensure reliability at scale

Road Rush – AI-Enhanced Game Mechanics (Individual Project)

- Rebuilt Atari's 'Freeway' in C#/MonoGame, applying prompt engineering to simulate user behavior patterns and dynamic difficulty scaling
- Automated testing workflows to validate AI-driven interactions and improve engagement metrics

VOLUNTEERING & LEADERSHIP

Creekside Church

Camera Operator

04/2024 – Present

Waterloo, Ontario

Supporting worship services by operating cameras and contributing to media production during church services – live streams.

SKILLS

Trust & Safety: Ethical content moderation, hallucination mitigation, inclusive UX design, NSFW policy enforcement

Technical Stack: GitHub, Python (learning), Salesforce CLI, VS Code

Data Analysis: automation of reporting workflows, Excel (Pivot Tables, Macros), feedback-driven optimization

Soft Skills: Cross-functional collaboration, ethical decision-making, ownership mindset, user-centered problem-solving