

Pedro Ladeira

Software Engineer

“ building until i make it ”

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Address
Belo Horizonte, Brazil

Socials

GitHub
@pepeladeira

Twitter
@pedrooladeira

Linkedin
pedro-ladeira-dev

Languages

Brazilian Portuguese
Native

English
Professional working

Experience

Brazilian Ambassador
Cursor (cursor.com)
May 25 - Present
Remote

First Cursor brazilian ambassador. Part of a small team that is bringing together the Cursor community through meetups, code collaborations, and shared expertise.

Head of Product & Founding Engineer
Pingback (pingback.com)
Jul 20 - Present
Belo Horizonte, Brazil

Early employee helping scale Pingback from R$0 to R$8M ARR. Led product development managing a team of 5 engineers and designers while remaining hands-on with code daily, architecting and building core platform infrastructure.

Infrastructure & Platform:

- Contact engine: Built distributed search infrastructure with OpenSearch powering contact management and segmentation across millions of records
- Workflow automation system: Designed and implemented graph-based workflow engine with event-driven architecture (Redis, queues, flow orchestration) enabling complex marketing automations
- Email delivery platform: Architected and scaled infrastructure from 0 to 10M+ emails/day, including deliverability optimization, reputation management, and monitoring
- Analytics & attribution: Built real-time page view tracking, form conversion analytics, and multi-touch attribution across 1000+ client websites

Open Source & Developer Experience:

- Created and maintained open source libraries: design system, icon library, and ping-email (SMTP email verification)
- Led multiple platform refactors and architectural improvements as the product evolved

Cross-functional impact: Wore multiple hats across marketing, sales, and support—bridging technical execution with business outcomes. Created engineering-as-marketing content (technical videos, POVs), led sales calls, and handled customer support to deeply understand user needs and ship high-impact features.

Finance Director
Institute for Leadership Development - Young BH
Jan 21 - Dec 2021
Belo Horizonte, Brazil

Served as Finance Director at a renowned Brazilian institute for youth leadership development, managing the financial operations, budgeting, and strategic planning.

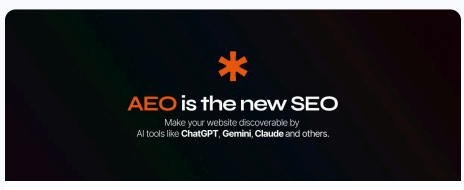
Latest projects



Klinity
AI medical scribe for healthcare

- Built in Oct 2025
- R$1K MRR in 3 months via LinkedIn outreach and SEO
- Built go-to-market strategy from scratch

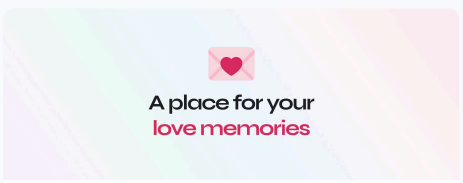
klinity.com



AEOmatic
WordPress plugin for /llms.txt

- Built in Jan 2025
- 7k+ downloads through SEO optimization alone
- Ranked for competitive keywords in WordPress ecosystem

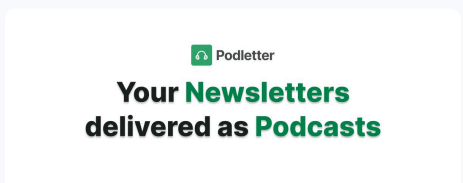
aeomatic.com



Love by Notes
Relationship tracking app

- Built in 2024
- Scaled to 22k users in 3 months through viral TikTok/Instagram content strategy
- Created and executed content marketing generating multiple viral videos (10M+ views)

lovebynotes.com



Podletter
Newsletters into easy-to-listen podcasts.

- Built in 2023
- Reached 1k+ users, grown organically through Twitter content strategy
- Successfully sold the project to focus on new ventures, demonstrating full product lifecycle execution

podletter.io

Skills

Backend & APIs	Fastify Node.js Express.js	REST APIs GraphQL	Email infrastructure SMTP Deliverability Queuing	Webhooks Cron Jobs
Databases & Data	PostgreSQL MySQL	Redis Caching Sessions pub/sub	ORMs Optimization Database design Performance tuning	
Infrastructure & DevOps	AWS Google Cloud Terraform	Docker CI/CD pipelines	Monitoring & observability Scalability patterns	
Frontend	React Next.js	TypeScript JavaScript	Motion Tailwind CSS	Icons UI Libraries
Message Queues & Event Processing	Kafka QStash RabbitMQ		Async processing patterns Event-driven architectures	
Growth & Distribution	SEO Viral social media Content marketing Email & LinkedIn outreach		Product-led growth Engineering as marketing	
Business & Cross-functional	Sales Customer support Marketing analytics 0 → R$8M ARR scaling		Leadership Team management	

Education

FIAP
Systems Analysis and Development
2024 - 2026

PUC Minas
Computer Science
2021 - 2023