

# Rodrigo Teixeira

## Head of Business Intelligence | Data & Analytics Leader

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### PROFESSIONAL SUMMARY

Data and analytics leader with 8+ years of experience building and owning end-to-end data stacks—from ETL/ELT pipelines and data warehouse architecture to semantic layers, BI platforms, and metrics governance. Proven track record designing dimensional models, standardizing business-critical KPIs (MRR, churn, CAC, LTV), and delivering self-service analytics that drive strategic decisions. Deep hands-on experience with modern cloud data stacks (Redshift, BigQuery, Airflow, Matillion, Fivetran) combined with cross-functional leadership spanning engineering, marketing, and executive stakeholders. Currently leading the full data and analytics function at Filterbuy, a D2C e-commerce company.

### CORE COMPETENCIES

- End-to-End Data Stack Ownership
- Data Warehouse Architecture & Dimensional Modeling
- ETL/ELT Pipeline Design (Matillion, Fivetran, Airflow, Python)
- Metrics Governance & KPI Standardization
- Business Intelligence & Dashboard Development
- Business Metrics: MRR, Churn, CAC, LTV, ROAS
- Cross-Functional Leadership & Stakeholder Management
- Self-Service Analytics & Data Democratization
- SQL, Python, dbt Concepts, Data Modeling
- Cloud Data Platforms (Redshift, BigQuery, GCP, AWS)

### PROFESSIONAL EXPERIENCE

#### Marketing Analytics Director

Jan 2024 — Present

Filterbuy — Miami, FL (Remote) | Promoted to Director 2024

D2C e-commerce company. Built and own the entire data and analytics function as a one-person BI team scaled through automation.

- **Data Warehouse Architecture:** Designed and maintain the company's data warehouse on Redshift and BigQuery using dimensional modeling (star/snowflake schemas) for orders, customers, marketing spend, product catalogs, and subscription data
- **ETL/ELT Pipeline Ownership:** Built end-to-end data pipelines using Matillion, Fivetran, and custom Python ETL jobs to ingest data from 15+ sources (Shopify, Amazon Ads, Google Ads, Meta Ads, Klaviyo, Recharge, Okendo, TikTok)
- **Metrics Governance:** Established single-source-of-truth definitions for critical business metrics including CAC, LTV, churn rate, MER, ROAS, and contribution margin—standardized across all dashboards and reports
- **BI & Dashboard Development:** Built automated reporting dashboards on Looker Studio and QuickSight serving executive, marketing, and operations teams—reduced reporting latency from 24 hours to under 1 hour
- **KPI Standardization:** Created BigQuery analytical modules for ROI attribution, cohort analysis, LTV evolution, and churn prediction—unified metric definitions across business functions
- **Cost Optimization:** Cut data warehouse query costs by 40% through optimized partitioning, clustering, and schema redesign
- **Predictive Analytics:** Built 24-month customer LTV prediction model and churn prediction model, driving 12% uplift in repeat purchase orders
- **Self-Service Analytics:** Empowered stakeholders with self-service data access through semantic layer design and standardized data marts

#### Head of Data LATAM

Jan 2022 — Dec 2023

IPG Mediabrands — São Paulo, Brazil

Led data strategy and BI operations across Latin America for one of the world's largest media agency networks.

- **Team & Function Leadership:** Led cross-functional data teams delivering BI solutions, data governance, and analytics for enterprise clients across multiple LATAM markets
- **Data Infrastructure:** Designed first-party data ingestion and unification architecture, integrating CRM and offline sales data into centralized data platforms
- **Metrics & Reporting:** Established measurement frameworks and standardized KPI definitions for media performance across markets—ensured consistent metrics governance
- **Stakeholder Management:** Served as technical consultant to C-level clients, translating data infrastructure capabilities into business investment cases
- **Platform Implementation:** Led Google Best Practices Implementation (BPI)—standardized advertising account structures and performance metrics for Nestlé across LATAM

**Data Manager / Tech Lead**

MINT — São Paulo, Brazil

AI-powered advertising intelligence startup.

- Data Architecture:** Designed data infrastructure and automated ETL pipelines for marketing measurement and optimization
- BI Solutions:** Built automated reporting dashboards and analytics tools using SQL and Python for media investment optimization
- Budget Optimization:** Created "AIRE" recommendation engine using portfolio optimization algorithms for media budget allocation — increased client ROI by 25%+ through metric-driven investment framework
- Attribution & KPIs:** Developed attribution models and standardized channel-level KPIs to measure effectiveness across ad networks and DSPs

Jan 2020 — Dec 2022

**Data Analytics Manager**

WMcCann — São Paulo, Brazil

- Led Marketing Mix Model study for General Motors (\$100M+ annual marketing spend) — defined metric frameworks and optimal budget allocation using measurement and attribution techniques
- Designed automated reporting pipelines (SQL, BigQuery) and measurement frameworks for continuous KPI monitoring

Jan 2019 — Dec 2019

**Data Scientist**

Rede Globo — Rio de Janeiro, Brazil

- Designed automated reporting infrastructure for Gshow (entertainment portal) at Latin America's largest TV network, reducing manual reporting time by 80%
- Built measurement frameworks to standardize data quality and audience behavior metrics across digital products

Jan 2018 — Dec 2018

**Data Science Consultant**

Bridge Consulting — Rio de Janeiro, Brazil

- Delivered data infrastructure and BI consulting projects for retail clients
- Designed custom dashboards and measurement frameworks for client-facing analytics

Jan 2017 — Dec 2017

EDUCATION

<b>MBA in Data Science &amp; Analytics</b> USP (Universidade de São Paulo) 2020 — 2021	<b>M.Sc. in Industrial Engineering</b> COPPE-UFRJ (Federal University of Rio de Janeiro) 2018 — 2019
<b>B.Sc. in Mechanical Engineering</b> UFF (Universidade Federal Fluminense) 2010 — 2015	<b>B.Sc. in Physics</b> UFF (Universidade Federal Fluminense) 2006 — 2010

TECHNICAL SKILLS

**Data Warehouse & Modeling:** Redshift, BigQuery, Dimensional Modeling (Star/Snowflake Schemas), Schema Optimization, Data Marts, Semantic Layers

**ETL/ELT & Orchestration:** Matillion, Fivetran, Airflow, dbt (data build tool), Custom Python Pipelines, AWS Kinesis, Cloud Functions

**Cloud Platforms:** AWS (Redshift, S3, Lambda, Kinesis, EventBridge), GCP (BigQuery, Cloud Run, Vertex AI, Cloud Scheduler, Pub/Sub)

**BI & Visualization:** Looker Studio, LookML, Tableau, QuickSight, Power BI

**Programming:** Python (Pandas, PyArrow, boto3, XGBoost, SHAP), SQL (Window Functions, CTEs, Optimization), JavaScript

**Analytics & ML:** Forecasting (Prophet, Auto-ARIMA), Predictive LTV, Churn Prediction, A/B Testing, Attribution Modeling, Marketing Mix Modeling

**Business Metrics:** MRR, Churn Rate, CAC, LTV, ROAS, MER, ACoS, Contribution Margin, Cohort Analysis

LANGUAGES

Portuguese: Native      English: Fluent      Spanish: Intermediate