

Rodrigo Teixeira

Head of Business Intelligence | Data & Analytics Leader

rodrigo@rodtx.dev | +55 11 93021-2911 | São Paulo, Brazil | linkedin.com/in/strodrigo | github.com/strod
rodtx.dev

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

Jan 2020 — Dec 2022

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 2019 — Dec 2019

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 2018 — Dec 2018

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 2017 — Dec 2017

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

EDUCATION**MBA in Data Science & Analytics**

USP (Universidade de São Paulo)

2020 — 2021

M.Sc. in Industrial Engineering

COPPE-UFRJ (Federal University of Rio de Janeiro)

2018 — 2019

B.Sc. in Mechanical Engineering

UFF (Universidade Federal Fluminense)

2010 — 2015

B.Sc. in Physics

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