Rodrigo Teixeira

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About me

Technical architect and analytics leader with 8+ years of experience designing (and building) data infrastructure and measurement solutions for digital advertising. Currently Leading both initiatives at Filterbuy.

Languages

Portuguese - Native

English - Fluent

Spanish - Intermediate

Skills

Cloud & Analytics

Programmatic Media

Measurement & Attribution

Google Platforms

Data Infrastructure

👍 Interests

Passionate building measurement systems that actually work in practice - turning complex technical requirements into solutions that help businesses make better decisions.

Key Technical & Strategic Competencies:

- Data Infrastructure Architecture
- Measurement Architecture Implementation
- First-Party Data Unification
- Marketing Mix Modeling (MMM)
- Attribution & Measurement Techniques
- Client-Facing Technical Consulting

🎓 Education

2020-2021	MBA in Data Science	USP
	Machine Learning Applied to Audience Generation in the Context of Digital Marketing	
2018-2019	M.Sc. in Industrial Engineering	UFRJ
	Non Linear Porgraming Methods to Media Mix Modeling (Interrupted)	
2010-2015	B.Sc. Mechanical Engineering	UFF
2006-2010	B.Sc in Physics	UFF

📄 Experience

since 2024 — **Filterbuy** — Marketing Analytics Director

Technical architect designing data infrastructure and measurement solutions. Overseeing data warehouse architecture, measurement implementation (GTM client and server-side), and translating technical capabilities into strategic business value (Filterbuy WebSite).

Main Initiatives:
- Design and oversee data warehouse architecture and optimization for reliable, unified data foundation
- Implement measurement architecture to accurately capture business results and user behaviors
- Develop automated reporting dashboards and custom reports using SQL, BigQuery, and automation techniques
- Build Marketing Mix Models and Attribution models to measure advertising effectiveness and inform strategic decisions
- Lead technical consulting initiatives, translating complex infrastructure needs into clear business value

2022-2023 — **Media Brands** — Head of Data LATAM

Technical architect designing end-to-end data infrastructure and measurement solutions for enterprise clients. Led first-party data unification and Google platform implementations across LATAM (Media Brands WebSite).

Main Initiatives:
- Designed and oversaw first-party data ingestion and unification, integrating CRM and offline sales data into Google's ecosystem
- Implemented measurement architecture (GTM Server-Side) across LATAM to ensure accurate capture of business results
- Led Google BPI implementation - applied best practices and optimized Google Ads accounts for Nestlé across multiple markets
- Managed Speedboat project - technical integration of Nestlé's CRM, Cloud, and Digital Advertising Platforms for unified data infrastructure
- Served as technical consultant to clients, translating infrastructure needs into business value and building investment cases

Skills ⚕ ————

Google Cloud Platform

Google Platforms:

Measurement & Attribution:

Hard Analytic Skills

Cloud & Analytics:

📄 Experience (cont.)

2020 - 2022 MINT   Data Manager

Designed algorithms and data infrastructure for marketing measurement and optimization. Built attribution models and measurement solutions for programmatic media and digital advertising channels (MINT Website).

Main Initiatives:
- AIRE - Built recommendation engine using optimization algorithms for budget reallocation across digital media channels and programmatic platforms
- Developed attribution models to measure channel effectiveness and incremental value across ad networks and DSPs
- Designed data infrastructure and automated reporting solutions using SQL and database systems
- Built predictive models to forecast campaign performance and measure advertising impact on sales outcomes

2019 - 2019 WMcCann   Data Analytics Manager

Technical consultant applying analytics and measurement techniques to media and marketing challenges. Built comprehensive Marketing Mix Models and measurement frameworks for enterprise clients (WMcCann Website)

Main Initiatives:
- GM Marketing Mix Strategy - Led comprehensive MMM study using measurement and attribution techniques to define optimal marketing budget allocation for General Motors in 2020
- Designed measurement frameworks and automated reporting pipelines (SQL, BigQuery) for continuous performance analysis

2018 - 2018 Rede Globo   Data Scientist

Applied analytics and data engineering techniques to design measurement infrastructure and automated reporting solutions. Built data pipelines and measurement frameworks for web and digital media products (Globo Website).

Main Initiatives:
- Designed and implemented automated reporting infrastructure using SQL, databases, and data automation techniques
- Built measurement frameworks and data pipelines to capture user behaviors and ensure data quality

2017 - 2017 Bridge Consulting   Data Science Consultant

Data Science consultant focused on retail solutions, applying analytics and database systems to solve business challenges (Bridge Consulting Website).

Main Initiatives:
- Built data infrastructure and automated reporting solutions using SQL and database systems
- Designed measurement frameworks and custom dashboards for client-facing analytics delivery