



# Rodrigo Teixeira

07 January 1988, 37

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## About me

I am a 37 years old Brazilian Engineer, with extensive experience in marketing web analytics, data-driven applications, and designing cloud-based applications.

## Languages

Portuguese - Native

English - Fluent

Spanish - Intermediate

## Skills

### Programming

Python, JavaScript, Git, API integrations

### DevOps

Kubernetes, PubSub, Cloud Functions, IAM, DataFlow

### DataBases Big Data

SQL, PySpark, BigQuery, RedShift

### Web Analytics

Google Analytics, GTM, Google App Scripts, Merchant Center

### Cloud

GCP, AWS

## Interests

My main passion is to solve and automate marketing challenges with Data Science, AI and coding.

### Key Analytical & Modeling Competencies:

- Marketing Mix Modeling (MMM)
- Attribution Modeling
- Causal Inference
- RFM Segmentation
- Predictive Churn / Conversion Modeling
- Budget Optmiziation

## Education

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

## Experience

since 2024

Filterbuy

Marketing Analytics Director

Leading Marketing Analytics on both Data Engineering and Data Science fronts (Filterbuy WebSite).

### Main Initiatives:

- Lead the management and optimization of our data warehouse
- Develop, customize, and manage advanced reporting and dashboards
- Provide Marketing Analytics Insights and support on Marketing optimization efforts
- Manage website tracking on GTM (client and server side)
- Run Continous AB Tests to optimize User Funnel Flow Experience on page
- RFM Modeling for predictive Inbound Marketing (Key events like churn and upsell)
- Markov Chain Attribution model built for simulation of channels removal / replacements
- Marketing Mix Model built for saturation measurement using open source model meridian

2022-2023

Media Brands

Head of Data LATAM

Building end-to-end MarTech solutions and Data Driven applications (Media Brands WebSite).

### Main Initiatives:

- 1st Party Data Activation - Ensure minimum ammount of 1st Party Data Activation on all Nestle Media efforts
- GTM Server-Side Implementation Across LATAM
- Facebook Briliant Basics - Ensure the application of the best media buying practices and all Nestlé Meta accounts
- Google BPI - Ensure the application of the best media buying practices and all Nestlé Google Ads accounts
- Speedboat - A 6 months digital acceleration project to integrate Nestlé's CRM, Cloud and Digital Advertising Platforms

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## Cloud

GCP, AWS

## Experience (cont.)

2020 - 2022 MINT

Data Manager

Algorithm and software design for marketing challenges such as: budget and bid optimization, media attribution and sales predictive models.

(MINT Website)

### Main Initiatives:

- AIRE - Artificial Intelligence Recommendation Engine. Linear Optimization Algorithm to suggest budget reallocation across digital media channels.
- Predictive Planning Algorithm - Algorithm based on Markowitz Portfolio Optimization Algorithm.
- Megalista - Smart Audience Generation using ML Models fed with web traffic data.
- Down Detector Monitor - event based trigger to identify outages on competitors and target audiences on those areas.

2019 - 2019 WMcCann

Data Analytics Manager

Business Analytics and Machine Learning / AI techniques applied to media and marketing business challenges. Also, Report Automation. (WMcCann Website)

### Main Initiatives:

- GM Marketing Mix Strategy - Long MMM Study to define the best overall marketing annual budget allocation for General Motors in 2020
- GM continuous reporting of marketing efforts.

2018 - 2018 Rede Globo

Data Scientist

Business Analytics and Artificial Intelligence Techniques applied to Web, Entertainment and Social Media products at Gshow. Gshow is Globo's portal for their entertainment content.

(Globo Website)

### Main Initiatives:

- Complete Automation of Gshow reporting process
- Churn Optimization Algorithm

2017 - 2017 Bridge Consulting

Data Science Consultant

Data Science consultant focused in retail solutions.

(Bridge Consulting Website)

### Main Initiatives:

- Target Stock Calculating Algorithm
- Outlier Detection on Business Expenses Report