



Rodrigo Teixeira



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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 passions are optimization and automating difficult and boring tasks with AI and coding.

Education

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|-----------|--|------|
| 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 Programming Methods to Media Mix Modeling (Interrupted) | UFRJ |
| 2010-2015 | B.Sc. Mechanical Engineering | UFF |
| 2006-2010 | B.Sc in Physics | UFF |

Experience

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|-------------|---|------------------------------|
| since 2024 | Filterbuy Leading Marketing Analytics. Main Projects: <ul style="list-style-type: none">Lead the management and optimization of our data warehouseDevelop, customize, and manage advanced reporting and dashboardsProvide Marketing Analytics Insights and support on Marketing optimization effortsManage website tracking on GTM (client and server side) Company WebSite: https://www.filterbuy.com/ | Marketing Analytics Director |
| 2022-2023 | Media Brands Building end-to-end MarTech solutions and Data Driven applications. Company WebSite: https://www.ipgmediabrands.com/ | Head of Data LATAM |
| 2020 - 2022 | MINT Algorithm and software design for marketing challenges such as: budget and bid optimization, media attribution and sales predictive models. Company WebSite: http://mint.ai/ | Data Manager |
| 2019 - 2019 | WMcCann Business Analytics and Machine Learning / AI techniques applied to media and marketing business challenges. Also, Report Automation Company WebSite: https://www.wmccann.com/ | Data Analytics Manager |
| 2018 - 2018 | Rede Globo Business Analytics and Artificial Intelligence Techniques applied to Web, Entertainment and Social Media products. Company WebSite: https://www.globo.com/ | Data Scientist |
| 2017 - 2017 | Bridge Consulting Data Science consultant focused in retail solutions. Company WebSite: https://bridgeconsulting.com.br/ | Data Science Consultant |