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
Kubernets, 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 AI and coding.

🎓 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

Leading Marketing Analytics.
Main Projects:
- 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)

Company WebSite: `https://www.filterbuy.com/`

2022-2023 — Media Brands — Head of Data LATAM

Building end-to-end MarTech solutions and Data Driven applications.
Company WebSite: `https://www.ipgmediabrands.com/`

2020 - 2022 — MINT — Data Manager

Algorithm and software design for marketing challenges such as: budget and bid optimization, media attribution and sales predictive models.
Company WebSite: `http://mint.ai/`

2019 - 2019 — WMcCann — Data Analytics Manager

Business Analytics and Machine Learning / AI techniques applied to media and marketing business challenges. Also, Report Automation
Company WebSite: `https://www.wmccann.com/`

2018 - 2018 — Rede Globo — Data Scientist

Business Analytics and Artificial Inteligence Techniques applied to Web, Entertainment and Social Media products.
Company WebSite: `https://www.globo.com/`

2017 - 2017 — Bridge Consulting — Data Science Consultant

Data Science consultant focused in retail solutions.
Company WebSite: `https://bridgeconsulting.com.br/`