

Rodrigo Teixeira

Marketing Analytics Director | Data & Marketing Intelligence Leader

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PROFESSIONAL SUMMARY

Technical leader with 8+ years of experience architecting end-to-end data infrastructure and marketing measurement solutions. Proven track record designing data warehouses, ETL/ELT pipelines, predictive models, and BI platforms across D2C e-commerce, advertising agencies, and media companies. Combines deep engineering capability (Python, SQL, GCP, AWS) with strategic marketing analytics expertise — from Marketing Mix Models and attribution to real-time dashboards and customer science. Father of three. Based in São Paulo, Brazil; fluent in English and Portuguese.

PROFESSIONAL EXPERIENCE

Marketing Analytics Director

Filterbuy — Miami, FL (Remote)

Jan 2024 — Present

D2C e-commerce company specializing in HVAC air filters. Own the entire data and marketing intelligence ecosystem.

- Architected and maintain the company's data warehouse on Redshift and BigQuery, designing dimensional models for orders, customers, marketing spend, and product catalogs
- Built end-to-end ETL/ELT pipelines using Python, Matillion, and Fivetran to ingest data from Shopify, Amazon Ads, Google Ads, Meta Ads, Klaviyo, and 10+ sources
- Developed Marketing Mix Models (Google Meridian) with weekly retraining and daily inference for media budget optimization
- Built Amazon Ads bid optimization engine using AWS Lambda, Kinesis, and Marketing Stream — automated bid/budget decisions using operations research (OR-Tools)
- Created predictive 24-month LTV model (RFM + XGBoost) integrated with server-side pixel for media optimization; 12% uplift in repeat purchase orders
- Led full GA4 migration with client-side and server-side GTM implementation, uncovering 30%+ conversion undercounting from ITP/ad blockers
- Reduced reporting latency from 24 hours to under 1 hour through real-time data pipelines
- Cut data warehouse query costs by 40% through optimized partitioning, clustering, and schema redesign
- Built automated reporting dashboards (Looker Studio, QuickSight) for executive, marketing, and operations teams
- Implemented causal impact analysis frameworks using geo-holdouts and matched-market experiments

Head of Data LATAM

IPG Mediabrands — São Paulo, Brazil

Jan 2022 — Dec 2023

One of the world's largest media agency networks. Led data strategy and technical architecture across Latin America.

- Led first-party data unification initiatives, integrating CRM and offline sales data into Google's advertising ecosystem
- Implemented server-side GTM measurement architecture across multiple LATAM markets, demonstrating 30%+ conversion data loss from browser-side limitations
- Managed Nestlé's "Speedboat" project — technical integration of CRM, Cloud, and Digital Advertising Platforms for unified data infrastructure
- Led Google Best Practices Implementation (BPI) — optimized Google Ads accounts for Nestlé across multiple LATAM markets
- Served as technical consultant to enterprise clients, translating complex data infrastructure needs into investment cases and business value

Data Manager / Tech Lead

MINT — São Paulo, Brazil

Jan 2020 — Dec 2022

AI-powered advertising intelligence startup.

- Built "AIRE" — a next-best-investment recommendation engine using Markowitz-style portfolio optimization for media budget allocation across digital channels and DSPs, increasing ROI by 25%+
- Developed "Megalista" — privacy-safe smart audience generation tool using ML models fed with web traffic data
- Developed attribution models to measure channel effectiveness and incremental value across ad networks
- Designed data infrastructure and automated reporting solutions using SQL, Python, and database systems
- Built predictive models to forecast campaign performance and measure advertising impact on sales outcomes

Data Analytics Manager

WMcCann — São Paulo, Brazil

Jan 2019 — Dec 2019

Brazil's largest advertising agency (WPP group).

- Led comprehensive Marketing Mix Model study for General Motors (\$100M+ annual marketing spend) using measurement and attribution techniques to define optimal 2020 budget allocation
- Designed measurement frameworks and automated reporting pipelines (SQL, BigQuery) for continuous performance analysis

Data Scientist

Rede Globo — Rio de Janeiro, Brazil

Jan 2018 — Dec 2018

Largest TV and media network in Latin America.

- Designed and implemented automated reporting infrastructure for Gshow (entertainment portal), reducing manual reporting time by 80%
- Built churn optimization algorithm for content engagement and measurement frameworks for audience behavior analytics

Data Science Consultant

Bridge Consulting — Rio de Janeiro, Brazil

Jan 2017 — Dec 2017

- Built target stock calculating algorithm and outlier detection on business expenses for retail clients
- Designed custom dashboards and automated reporting solutions for client-facing analytics delivery

EDUCATION

MBA in Data Science & Analytics

USP (Universidade de São Paulo)

2020 – 2021

Thesis: Machine Learning Applied to Audience Generation in Digital Marketing

M.Sc. in Industrial Engineering

COPPE-UFRJ (Federal University of Rio de Janeiro)

2018 – 2019

Research: Non-Linear Programming Methods for Media Mix Modeling

B.Sc. in Mechanical Engineering

UFF (Universidade Federal Fluminense)

2010 – 2015

B.Sc. in Physics

UFF (Universidade Federal Fluminense)

2006 – 2010

TECHNICAL SKILLS

Programming & Data	Python (Pandas, PyArrow, boto3, OR-Tools, XGBoost, SHAP, Prophet), SQL (BigQuery, Redshift/PostgreSQL), JavaScript, HTML/CSS
Cloud & Infrastructure	GCP (BigQuery, Cloud Run, Cloud Functions, Vertex AI, Cloud Scheduler, Pub/Sub), AWS (Redshift, S3, Lambda, Kinesis, EventBridge, Firehose, ECR, SQS), Docker, Kubernetes, Terraform
Data Engineering	ETL/ELT Pipelines, Matillion, Fivetran, Airflow, dbt (data build tool), Data Warehouse Design, Dimensional Modeling, Schema Optimization
Analytics & ML	Marketing Mix Modeling (Google Meridian, Meta Robyn), Attribution Modeling (Markov Chain, Multi-Touch), Predictive LTV, Churn Prediction, A/B Testing, Causal Impact Analysis, Forecasting (Prophet, Auto-ARIMA), Customer Segmentation (RFM), LLM Engineering
Marketing Platforms	Google Ads, Meta Ads, Amazon Ads (SP/SB/SD/DSP/Marketing Stream), DV360, Campaign Manager 360, TikTok Ads, GA4, GTM (Client + Server-Side), Looker Studio, LookML, Tableau, QuickSight, Power BI
E-commerce	Shopify, Klaviyo, Okendo, Recharge, Triple Whale

LANGUAGES

Portuguese: Native

English: Fluent

Spanish: Intermediate

PORTFOLIO HIGHLIGHTS

- Amazon Bid Optimization Engine (Python, AWS Lambda, Amazon Ads API)
- Data Warehouse Architecture (Redshift, BigQuery, Matillion)
- Server-Side GTM Implementation (Cloud Run, Meta CAPI)
- Causal Impact Analysis Framework (Geo-Holdouts, Matched Markets)
- Marketing Mix Model (Google Meridian, Bayesian Inference)
- Predictive LTV Model (XGBoost, RFM, Server-Side Pixel)
- Vertex AI Product Recommendations (Vertex AI, BigQuery)
- Google Ads Automation (Google Ads API, GAQL)