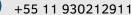


# Rodrigo Teixeira



07 January 1988, 35

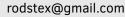




linkedin.com/in/strodrigo



github.com/strod



## About me ——

I am a 35 years old Brazilian Mechanical Engineer, with extensive experience in marketing web analytics, data driven applications and build cloud dw's and pipelines (specially GCP).

## Languages 🔯



Portuguese - Native

English - Fluent

Spanish - Intermediate

# Skills P -

**Programming** Python, JavaScript, Git

#### DevOps

Kubernets, PubSub, Cloud Functions, IAM, DataFlow

DataBase SQL, PySpark

Web Analytics Google Analytics, GTM, Google App Scripts

Cloud GCP, AWS

### 1nterests

Data and Web Applications, Automation, Pipelines, CI/CD, GKE orchestration, Stackdriver monitoring and Google Bigguery.

### **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 2022 Media Brands Head of Data LATAM

Building end-to-end MarTech solutions and Data Driven applications. Main Projects:

- BRILIANT BASICS + GOOGLE BPI AUTOMATION I led the building of an automation ecossystem to ensure the application of best media buying practices both and META and GOOGLE platforms
- · SPEEDBOAT I led this 6 Months Digital Acceleration to integrate Nestlé's CRM, Cloud and Digital Advertsing Platforms

Company WebSite: https://www.ipgmediabrands.com/

2020 - 2022 MINT

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

Main Projects:

- · AIRE I led the designing, implementation and maintance of this ML Microservice destinated to calculate the current optimal investment allocation in the media plan
- MEGALISTA I led the implementation of this Google Use Case of ML to build audience segment with high probability to convert
- DOWN MONITOR I led the implementation of this application meant to scrape social media and trigger bulk sms events based on business rules

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

MMM - Marketing Mix Modeling for several clients

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.

Main Projects:

Gshow Report Pipeline + DW

Company WebSite: https://www.globo.com/

2017 - 2017 Bridge Consulting

**Data Science Consultant** 

Data Science consultant focused in retail solutions.

Main Projects:

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

Company WebSite: https://bridgeconsulting.com.br/