



Rodrigo Teixeira

07 January 1988, 35

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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

Programming

Python, JavaScript, Git

DevOps

Kubernetes, PubSub, Cloud Functions, IAM, DataFlow

DataBase

SQL, PySpark

Web Analytics

Google Analytics, GTM, Google App Scripts

Cloud

GCP, AWS

Interests

Data and Web Applications, Automation, Pipelines, CI/CD, GKE orchestration, Stack-driver monitoring and Google Bigquery.

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 ecosystem 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 Data Manager
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 destined 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
Main Projects:

- 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/>