

EDWARD E. RODRIGUEZ

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MARKETING ANALYTICS LEADER | MEASUREMENT STRATEGY | AUDIENCE INSIGHTS | DEVELOPER

Customer-obsessed digital marketing and analytics leader with 20+ years of experience designing and scaling data-driven, omnichannel customer experiences across digital, loyalty, and marketing ecosystems. Proven ability to translate customer insights into integrated go-to-market strategies that drive engagement, convenience, and measurable business growth. Deep expertise partnering across marketing, technology, UX, finance, and external stakeholders, with strong Spanish fluency and international experience aligned to Latin America & the Caribbean markets.

EXPERIENCE

PRICEWATERHOUSECOOPERS (PwC)

Portfolio Marketing Insights Senior Manager

July 2016 - Present

- Partner with Marketing and Sales teams to design dashboards and user experiences in Salesforce CRM Analytics (CRMa) that support strategic decision-making.
- Manage dataflows, recipes, and datasets in Analytics Studio, validating accuracy and resolving data issues in collaboration with Global IT.
- Automate ETL and segmentation pipelines (SQL, SAQL, Power Query, Alteryx) to improve scalability, efficiency, and integration of multiple data sources.
- Partnered with CRM and data-engineering teams to automate Salesforce–Power BI integration, cutting reporting time by 65% and improving dashboard reliability and UX.
- Maintain and optimize Salesforce connectors and integrations to expand data accessibility across the organization.
- Enhance lifecycle reporting to track leads, MQLs, SALs, influenced pipeline, and wins, improving visibility into marketing-to-sales performance.
- Serve as the primary marketing analytics consultant, advising on measurement strategy and performance optimization.
- Define and standardize the insights function across buyer pods, aligning reporting frameworks and metrics.
- Lead advanced analytics and cohort analysis using AI tools (ChatGPT, Gemini, Claude) to identify audience patterns and campaign drivers.
- Mentor a team of analysts in data visualization, storytelling, and analytical best practices.

Marketing Technology Manager

- Led end-to-end solutions for complex marketing initiatives from strategic planning to campaign deployment, increasing campaign efficiency by 40%.
- Translated marketing performance data into executive insights, demonstrating how campaigns contributed to a 25% uplift in pipeline growth and strengthened client relationships.
- Implemented and optimized Marketing Automation tools (Marketing Cloud, Eloqua) to deliver personalized customer journeys and +20% engagement improvement.
- Managed and coached offshore marketing operations teams, boosting campaign delivery speed by 35% while maintaining data quality and compliance standards.

KONICA MINOLTA

Project Lead II

November 2015 - November 2016

- Led data governance and data quality initiatives across direct marketing channels, improving segmentation accuracy by 30% and boosting multi-channel campaign response rates by 25%.
- Partnered with SAP functional analysts to design and implement a comprehensive campaign management tool, reducing campaign setup time by 40% and enabling real-time performance tracking.
- Established foundational data governance policies and procedures for direct channel customer and prospect data, increasing database integrity and compliance adherence by 35%.

ERNST & YOUNG (EY)

Senior Associate

July 2013 - October 2014

- Spearheaded the launch of EY's email group management system, streamlining communication processes for over 20,000 employees and reducing administrative workload by 35%.
- Supported the successful migration from Lotus Notes Domino Directory to Microsoft Exchange Active Directory, improving system reliability and user accessibility across all business units.
- Collaborated with cross-functional teams to develop big data strategies, quantify marketing ROI, and institutionalize data-driven decision-making as a competitive advantage across the firm.

KPMG

Senior Associate

June 2003 - September 2010

- Directed all database initiatives for Global Business Operations, overseeing administration, optimization, and development of SQL stored procedures that improved reporting efficiency by 40%.
- Managed and maintained enterprise-level MS-SQL Server databases supporting global financial operations, ensuring 99.9% uptime and enhanced data reliability.
- Conducted in-depth report analysis to identify process improvements, reducing data retrieval and report generation time by 30% through automation and query optimization.

EDUCATION

Union College, Schenectady, NY

B.A., Economics and Latin American Studies, 2001

Iona College- LaPenta School of Business New Rochelle, NY

M.B.A., Information Systems and International Business, 2010

Salesforce Certified Associate -June 28th, 2023

Eloqua Luminary Certificate, 2017

VOLUNTEER / COUNCIL MEMBERSHIP

Optimist Club of West Pembroke Pine - Little League – Coach, 2025

Phi Sigma Kappa Fraternity - Vice President, Beta Chapter, 2001

SKILLS

Core Competencies: People Leadership, Stakeholder Management, Research & Documentation, Excellent Written & Verbal Communication, Critical Thinking

Technical Proficiencies: Adobe Analytics, CDP, CJA, Workfront, Jira, Asana SQL, SAQL, JSON, Eloqua, Salesforce Marketing Cloud, Aprimo, Marketo, Tableau, Qlik, Power BI, Adobe Analytics, Google Analytics, Salesforce Lightning, , Excel, Google Analytics, ETL, A/B testing, statistics, Python, Generative AI, AI prompting

Language Proficiencies: English (Fluent) | Spanish (Fluent)