

EDWARD E. RODRIGUEZ

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PROFESSIONAL SUMMARY

Marketing analytics and business intelligence leader with 20+ years of experience driving data-informed growth strategies across enterprise and consumer-focused organizations. Expertise in sales and traffic analysis, customer segmentation, KPI development, product performance insights, and executive reporting using SQL, Tableau, Power BI, Salesforce Analytics, and advanced data visualization platforms.

Proven success partnering with cross-functional marketing, finance, sales, and technology teams to optimize promotional effectiveness, improve customer engagement, and deliver actionable insights that accelerate revenue growth and operational performance. Experienced leading regional analytics initiatives across Latin America and Caribbean markets with bilingual fluency in English and Spanish.

CORE COMPETENCIES

- Marketing Analytics & Business Intelligence
- Sales & Traffic Performance Analysis
- Customer Segmentation & Consumer Insights
- SQL, SAQL, Tableau, Power BI
- Salesforce CRMa & Marketing Cloud
- Eloqua, Marketo, Adobe Analytics
- ETL/ELT Pipeline Design & Automation
- Data Governance & KPI Frameworks
- Predictive Analytics & Cohort Analysis
- Executive Reporting & Data Visualization
- Cross-Functional Leadership
- Bilingual English/Spanish (LATAM & Caribbean Markets)

PROFESSIONAL EXPERIENCE

Strategic Insights Senior Manager | PricewaterhouseCoopers (PwC) | Miami, FL | 2016 – Present

- Lead marketing analytics, customer intelligence, and sales performance strategy initiatives supporting enterprise marketing operations and executive decision-making across regional business units.
- Direct marketing analytics and traffic-driving insight strategies across 6+ business segments, analyzing sales performance, customer engagement, pipeline conversion, and campaign effectiveness to support growth initiatives.
- Develop executive-level KPI frameworks, dashboards, and reporting ecosystems using Salesforce CRMa, Tableau, Power BI, SQL, and SAQL to monitor topline performance, customer behavior, segmentation trends, and marketing ROI.
- Analyze customer segmentation, campaign performance, lifecycle trends, and geographic results to identify growth opportunities and diagnose performance gaps across marketing initiatives.
- Design and automate ETL and analytics pipelines integrating Salesforce, marketing automation, and enterprise reporting platforms — reducing reporting cycle times by 65% and improving enterprise data consistency.
- Partner with marketing, finance, CRM, and technology stakeholders to improve data governance, reporting accuracy, and performance measurement capabilities supporting strategic business decisions.
- Conduct advanced cohort analysis, predictive analytics, and Generative AI-assisted insight modeling to identify customer trends, optimize campaign effectiveness, and improve executive decision support.
- Lead cross-functional reporting and strategic insights presentations for senior leadership, translating complex analytics into actionable business recommendations.
- Mentor and develop analytics teams in data visualization, storytelling, dashboard development, and business intelligence best practices.

Marketing Technology Manager | PricewaterhouseCoopers (PwC) | Miami, FL | 2014 – 2016

- Led analytics-enabled marketing initiatives supporting campaign optimization, customer engagement, and sales performance improvement across enterprise marketing operations.
- Designed and executed personalized customer journey and segmentation strategies using Eloqua and Salesforce Marketing Cloud, improving engagement rates by 20% and campaign efficiency by 40%.
- Analyzed marketing performance, customer behavior, and campaign effectiveness to generate executive insights supporting pipeline growth and strategic planning initiatives.
- Managed offshore operations and analytics support teams, improving project delivery speed, reporting consistency, and operational efficiency by 35%.
- Partnered with stakeholders across marketing and technology functions to improve reporting capabilities, campaign measurement, and customer intelligence processes.

Project Lead II | Konica Minolta | Ramsey, NJ | 2015 – 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 for customer and prospect data, increasing database integrity and compliance adherence by 35%.

Senior Associate | Ernst & Young (EY) | New York, NY | 2013 – 2014

- Spearheaded launch of EY's email group management system, streamlining communication for 20,000+ employees and reducing administrative workload by 35%.
- Collaborated with cross-functional teams to develop big data strategies, quantify marketing ROI, and institutionalize data-driven decision-making across the firm.

Senior Associate | KPMG | New York, NY | 2003 – 2010

- Directed all database initiatives for Global Business Operations, overseeing SQL stored procedure development that improved reporting efficiency by 40%.
- Managed enterprise-level MS-SQL Server databases supporting global financial operations, ensuring 99.9% uptime and reducing data retrieval time by 30% through query optimization and automation.

EDUCATION & CERTIFICATIONS

- M.B.A., Information Systems & International Business — Iona College – LaPenta School of Business
- B.A., Economics & Latin American Studies — Union College
- Salesforce Certified Associate (2023)
- Eloqua Luminary Certificate (2017)