

EDWARD E. RODRIGUEZ

Miramar, FL | edwardrodriguez.mba@gmail.com | 845.659.9371 | www.eroadz.com

Marketing data strategist with 20+ years of experience designing and operationalizing data-driven marketing ecosystems across B2B enterprise environments. Deep expertise in Salesforce CRM Analytics (CRMa), marketing automation platforms (Eloqua, Marketing Cloud), ETL/ELT pipeline development (SQL, SAQL, Alteryx, Power Query), and translating complex data into executive-level insights. Proven record partnering with marketing, technology, and finance stakeholders to define KPI frameworks, govern data quality, and deliver segmentation and lifecycle analytics that directly accelerate pipeline growth. Bilingual English/Spanish with international experience across Latin America & Caribbean markets.

CORE COMPETENCIES

Data Strategy	Marketing data architecture · KPI/metric framework design · data governance & quality
Analytics & BI	Salesforce CRMa (SAQL) · Power BI · Tableau · Qlik · Google Analytics · Adobe Analytics
MarTech Platforms	Eloqua · Salesforce Marketing Cloud · Marketo · Aprimo · CDP · Adobe CJA · Workfront
ETL & Automation	SQL · SAQL · Alteryx · Power Query · Python · JSON · ETL pipeline design
Measurement	Attribution modeling · cohort analysis · A/B testing · lifecycle reporting (MQL/SAL/pipeline)
Leadership	Cross-functional stakeholder management · offshore team coaching · analyst mentorship
Languages	English (fluent) · Spanish (fluent) — LATAM & Caribbean market experience

PROFESSIONAL EXPERIENCE

Strategic Insights Senior Manager PricewaterhouseCoopers (PwC)

July 2016 – Present
Miami, FL

Serving as the primary marketing analytics and data strategy consultant for PwC's marketing function, owning the measurement architecture, data infrastructure, and insights delivery across buyer-aligned marketing pods.

- Architected and govern the marketing data strategy across 6+ buyer pods, standardizing KPI frameworks, reporting cadences, and metric definitions aligned to marketing-to-sales pipeline performance (leads → MQLs → SALs → influenced pipeline → wins).
- Built and maintain CRM Analytics (CRMa) dashboards and dataflows in Salesforce Analytics Studio using SAQL, translating raw Salesforce data into decision-ready executive insights; validated accuracy and resolved data issues in collaboration with Global IT.
- Designed and automated ETL and segmentation pipelines (SQL, SAQL, Power Query, Alteryx) integrating multiple data sources — cutting manual data prep time by 65% and improving cross-platform data consistency.
- Partnered with CRM and data-engineering teams to automate Salesforce–Power BI integration, reducing reporting cycle time by 65% and elevating dashboard reliability and UX for senior marketing and sales stakeholders.
- Lead advanced analytics and cohort analysis using Generative AI tools (ChatGPT, Gemini, Claude) to surface audience patterns, campaign performance drivers, and revenue attribution insights.
- Implement and optimize Salesforce connectors and integrations to expand data accessibility across the organization; maintain data governance standards for direct channel customer and prospect data.
- Mentor a team of analysts in data visualization, storytelling, and analytical best practices — translating complex datasets into clear, actionable narratives for executive leadership.

Marketing Technology Manager PricewaterhouseCoopers (PwC)

2014 – 2016
Miami, FL

- Led end-to-end solutions for complex marketing initiatives from strategic planning to campaign deployment across Eloqua and Salesforce Marketing Cloud, improving campaign efficiency by 40%.
- Implemented personalized customer journeys through marketing automation, achieving a +20% engagement improvement; managed and coached offshore marketing operations teams, boosting delivery speed by 35%.
- Translated marketing performance data into executive insights demonstrating a 25% uplift in pipeline growth and stronger client relationships.

Project Lead II

November 2015 – November 2016

Konica Minolta

Ramsey, NJ

- 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 direct channel customer and prospect data, increasing database integrity and compliance adherence by 35%.

Senior Associate

July 2013 – October 2014

Ernst & Young (EY)

New York, NY

- 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

June 2003 – September 2010

KPMG

New York, NY

- 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; reduced data retrieval and report generation time by 30% through query optimization and automation.

EDUCATION & CERTIFICATIONS

M.B.A., Information Systems & International Business

2010

Iona College – LaPenta School of Business, New Rochelle, NY

B.A., Economics & Latin American Studies

2001

Union College, Schenectady, NY

- Salesforce Certified Associate (June 2023)
- Eloqua Luminary Certificate (2017)