

Rafael Fagundes

Data & Growth Analyst · Measurement & CRM · 15 years of experience

Madrid, Spain · rsfagundes.com · linkedin.com/in/rsfagundes · github.com/rs-fagundes

Data analyst turning marketing, product and customer data into decisions with SQL, Python and Looker. I work on growth analytics, experimentation and measurement (incrementality, attribution, MMM), for Dell, Nestlé and now eduki, across Brazil, the US, LATAM, Portugal and Spain. Fluent in Portuguese, English and Spanish.

• KEY RESULTS

- ~**20%** lower cost per new buyer than assumed: eduki's first geo incrementality test on Paid Search.
- ~**\$250M** in yearly ad spend with an attribution gap, found through a Brave Ad Network test at Dell (11× higher ROAS than benchmark).
- **-70%** third-party cookie dependency at Dell in three quarters, with a first-party audience hub (ActionIQ CDP).
- **90%+** LinkedIn audience match (from 65%) with 6sense in LATAM: +196% Sales Ready Leads, +1,760% paid social pipeline YoY.
- **-40%** reporting time at Nestlé with global dashboards for 20+ digital managers, built in six months.

• WORK EXPERIENCE

Marketing Analyst (Data & Growth Analytics) · eduki

Nov 2025 – Present

- Built eduki's marketing analytics function from scratch, covering Paid, SEO, CRM and sales events across 6 European markets.
- Automated the Growth Model in BigQuery and Looker Studio, replacing monthly reports with a daily dashboard.
- Ran eduki's first geo incrementality test, showing Paid Search acquired new buyers at ~20% lower cost than assumed. Results now inform attribution and a Bayesian MMM (Google Meridian).
- Developed forecasting models for GMV, paid budgets and sales campaigns to guide planning and investment.
- Delivered insights that corrected growth reporting, improved bidding and stopped campaigns with no incremental impact.

SQL · BigQuery · Python · Looker Studio · GA4 · Meta Ads · Google Ads · MMM · Incrementality

Data Analyst, CRM & Customer Personalization · Nestlé

Mar 2024 – Oct 2025

- Rolled out global dashboards within six months, reducing reporting time by 40% and giving 20+ Digital Managers faster access to insights.
- Developed data use cases including a loyalty program and exchange value initiatives, boosting campaign engagement by 25% and improving conversion by 12%.
- Conducted KPI and data governance training, strengthening data literacy across markets.
- Initiatives accelerated first-party data acquisition by 30% YoY, enabling deeper personalization and driving ROI growth.

Python · SQL · BigQuery · Databricks · Power BI · Segment CDP · SFMC · GA4

AdTech Data Analyst · Dell Technologies

Mar 2023 – Feb 2024

- Established new measurement standards for B2B and B2C, applying MMM, Clean Rooms, and GA4 to prepare for a cookieless future.
- Within three quarters, reduced third-party cookie dependency by 70% through the ActionIQ CDP, creating a robust first-party audience hub.
- Demonstrated first-party audiences converted 3× more effectively than third-party, driving stronger ROI and accelerating cookieless adoption.
- Led regular meetings with C-level stakeholders, showing how reduced third-party investment and increased first-party usage improved performance.

Game Changer, ActionIQ Readiness (Apr 2023): led the transition from Salesforce DMP to ActionIQ with global audits, automation, and taxonomy.

Excellence in Innovation (Sep 2023): recognized for the 3P to 1P Audience Strategy.

FY25 Cookieless & AdTech Innovation (Oct 2023): drove durable tactics for global stakeholders.

Python · SQL · BigQuery · Power BI · ActionIQ · SFMC · GA4

Data Strategist, Innovation & Analytics · Dell Technologies

Mar 2022 – Feb 2023

- Measured a US\$100k Brave Ad Network test with 11× higher ROAS than benchmark, and found that multi-touch attribution could not be calculated for first-party remarketing, a gap affecting ~US\$250M in yearly ad spend.
- Led the New Paradigm workstream, delivering multiple proofs of concept in under a year with Web3, blockchain, AI, and metaverse applications for digital marketing.
- Co-founded Dell's internal Web3 community, which grew to nearly 200 members in its first year, sponsored by the Office of the CTO.

Web3 · Blockchain · NFT · Crypto · Attribution

B2B Marketing Data Analyst · Dell Technologies

Sep 2018 – Feb 2022

- Optimized the omnichannel customer journey across email, paid social, WhatsApp, chatbots, and website real-time personalization.
- Led the implementation of 6sense real-time audiences on LinkedIn in Latin America, raising ABM audience match from 65% to 90%+, with +196% Sales Ready Leads and +1,760% paid social pipeline YoY.
- Built segment-based email journeys that gave LATAM the highest open and click rates at Dell worldwide (FY21Q3) and the best lead-to-opportunity rate of all digital channels (34%).

CX Connect “Shine a Light” (Dec 2021): key partner orchestrating LATAM journeys.

FY22Q2 Game Changer (Jul 2021): advanced ABM and LinkedIn targeting.

Best Quarter and Year Ever (Jan 2021): contributed to surpassing US\$100M in pipeline.

Buen Fin Mexico, US\$1.1M Revenue (Nov 2020): drove +40% YoY revenue.

Python · SQL · Power BI · Tableau · SFMC · 6sense

Email Marketing & Data Analytics Specialist · Dell Technologies

Jan 2017 – Aug 2018

- Improved deliverability and engagement through segmentation clusters, achieving a 102% YoY increase in email revenue.
- Created automated customer journeys (welcome flows, post-purchase, abandoned cart, re-engagement), boosting average order value by 25% and retention by 15%.
- Built a weekly performance dashboard tracking leads, opportunities, pipeline, and net revenue.

Python · SQL · Tableau · Eloqua

Lead Generation Data Analyst · Dell Technologies

Nov 2013 – Dec 2016

- Responsible for B2B lead generation strategy in Latin America, across email marketing, paid social, webinars, in-person events, and a telemarketing team.
- Applied data analysis and predictive models in Salesforce to identify and segment high-propensity leads.
- Achieved a 42% QoQ increase in Sales Ready Leads in H2 2016, contributing to 120% growth in incremental revenue.

Python · SQL · Tableau · SFMC

CRM Data Analyst, Segmentation & Insights · Dell Technologies, Austin, TX

May 2012 – Oct 2013

- Based at Dell's headquarters in Austin as part of the North America team, contributing to Data and CRM strategy for Consumer & Small Business.
- Applied Python and Teradata to build customer segmentation models targeting gamers, new buyers, tech enthusiasts, Gen Z, and more.
- Developed automated Tableau CRM dashboards, reducing manual reporting by 90%.
- Led stakeholder meetings presenting insights on database growth, churn, LTV, and AOV.

Python · SQL · Tableau · Eloqua · Teradata

Sales & Marketing Data Analyst · Dell Technologies

Apr 2011 – Apr 2012

– Career transition from a 100% developer role to a data and business analyst path.

– Created a customer data collection platform that continued to be used at Dell years later.

– Automated weekly reports and tasks, reducing manual effort by 99%.

Python · SQL · Tableau · C#

Marketing Data Solutions Analyst · Samsung Electronics

Mar 2009 – Mar 2011

– Developed a marketing analysis platform in Brazil using C#, SQL, and ETL processes.

– Created a central tool for monitoring sales and marketing activities, consolidating fragmented data into a single source of truth.

C# · SQL · Microsoft .NET · Git

Data Engineer, Marketing & Analytics Systems · HP

Apr 2005 – Feb 2009

– Developed software applications and databases across diverse industries.

– Built scalable ETL pipelines and data solutions using C#, SQL, and Microsoft .NET.

– Built a strong technical foundation that enabled a successful transition into data analytics and CRM strategy.

C# · SQL · Microsoft .NET · Git

• SKILLS & TOOLS

Analytics & Data

Python (pandas, NumPy, scikit-learn) · SQL & BigQuery · Looker & Looker Studio · Power BI · Tableau · Databricks

Measurement

Incrementality Testing · A/B Testing · Attribution · Marketing Mix Modeling · Forecasting · GA4

Marketing & CRM

CRM Strategy · Email Marketing & Automation · CDP & Personalization · AdTech · Paid Media · SEO & Web Analytics

Platforms

Google Marketing Platform · Meta Ads · Google Ads · Salesforce Marketing Cloud · Segment & ActionIQ CDP · 6sense ABM

Languages

Portuguese (native) · English (bilingual) · Spanish (bilingual)

• EDUCATION

Bachelor of Computer Science · Centro Universitário Senac, São Paulo, Brazil

Jan 2006 – Nov 2010

• CERTIFICATIONS

Derive Insights from BigQuery Data Skill Badge · Google Cloud

Nov 2025

Data Science Methodology · IBM / Coursera

Jan 2025

Data Science Orientation · IBM / Coursera

Jan 2025

Machine Learning with Python, Level 1 · IBM

May 2023

Applied Data Science with Python, Level 2 · IBM

May 2023

Data Analysis with Python · IBM

Apr 2023

Data Visualization with Python · IBM

Apr 2023

Python for Data Science · IBM

Apr 2023