

Adrià García Castejón

MarTech Solution Architect | Adobe AEP & Tealium | Banking, Insurance & Retail

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Hands-on MarTech architect with 8+ years across banking, insurance and retail, 5 of them building customer data platforms from 1M to 6M+ profiles. Work spans XDM schema design, Kafka streaming ingestion, identity resolution and journeys in AJO, from design to production troubleshooting. CDP proposal won against Big 4 consultancies.

SKILLS

Languages:	Python, JavaScript, HTML, CSS
Databases:	SQL, NoSQL, BigQuery
Technologies / Tools:	Adobe Experience Platform (AEP), Adobe RTCDP, Adobe Journey Optimizer (AJO), Salesforce Marketing Cloud (SFMC), Adobe Analytics, Customer Journey Analytics (CJA), Adobe Web SDK (alloy.js), Google Analytics 4 (GA4), Google Analytics 360 / Universal Analytics, Google Tag Manager (GTM / Server-side GTM), Meta Conversions API, Google Enhanced Conversions, Measurement Protocol, Tealium Customer Data Hub (iQ, EventStream), Adobe Launch / Data Collection, Adobe Target, Dynamic Yield, OneTrust, Didomi, Cookiebot, Google Consent Mode v2, Google Cloud Platform (GCP), Confluent Kafka, Jira, Git
Practices:	XDM Data Modeling, Tracking Plan Design, Event Schema Design, Data Layer Architecture, Customer Journey Design, CRM Campaign Orchestration, Audience Segmentation, Real-time Personalization, Server-side Tracking, Consent Management, API REST, SOAP, ETLs, Data Privacy (GDPR), CRO, A/B Testing, Tag Management Governance, Agile / Scrum, Technical Team Leadership

CERTIFICATIONS

- Adobe Certified Expert – Real-Time CDP Developer (2026)
- Adobe Certified Expert – Journey Optimizer Developer (2026)
- Tealium EventStream – Product Certification (2024)
- Tealium iQ – Product Certification (2024)
- Google Analytics 4 Certification (2024)

EXPERIENCE

Capgemini

Feb 2025 – Jul 2026

MarTech Solution Architect · Barcelona, Spain

- Led the technical assessment and architecture proposal for a CDP at one of Spain's top insurance companies, including scope, estimation and team sizing signed off by the internal review board, **winning a competitive RFP against Big 4 consultancies**.
- Architected and configured the AJO journey ecosystem for a digital insurer: event-driven journeys, identity stitching via Query Service SQL and real-time profile enrichment. Led the definition of AJO's next-gen Decisioning (decision policies, item catalogs, ranking) and in-session personalization on quote funnels with Web SDK.
- Extended orchestration beyond email: in-app hyper-personalization with frequency control from the mobile SDK display feedback, and conversational nurturing on WhatsApp via the Edge Network Server API.
- Owned data governance and consent from design to production: Kafka-to-AEP consent ingestion pipeline, OneTrust integrated with Adobe Web SDK for GDPR-compliant collection, 18 Query Service monitoring queries for identity health (**reducing profile duplicates by ~30% and unmapped emails from 100% to under 50%**), and retention and deletion executed via Data Lifecycle across roughly 250K identities.
- Managed the day-to-day operation of a 1M+ profile RTCDP instance: Data Prep mappings across multiple Kafka events, identity graph stitching, ingestion incidents and weekly reporting to stakeholders.
- Drove the campaign manager migration from SFMC to AJO: business rules (incentive bands, scoring, capping) translated into journey configurations with Custom Actions, lookup datasets and SFMC as the execution layer.
- Ran ongoing scope management with the business: effort estimation per initiative, backlog prioritization and definition of the practice's initiatives.
- Built up the team's AEP capability: mentored junior profiles through Adobe certifications, defined the CDP implementation methodology adopted across insurance and financial services, and wrote the runbooks and architecture guides for handover.

JAKALA

May 2024 – Feb 2025

MarTech Engineer Associate Manager · Barcelona, Spain

- Coordinated the AJO migration for a major banking institution, **leading a technical team** and delivering the first use case to production.
- Defined XDM data models for massive data ingestion (on/offline) in Adobe Experience Platform, managing an

architecture for **over 6 million customer profiles**.

- Defined the migration strategy to consolidate over 30 dispersed email marketing campaigns from Pega into a unified AJO orchestration layer, reducing campaign maintenance overhead and unifying segmentation rules under a single governance model.
- Planned the Adobe Analytics to CJA migration, with Alloy.js via Tealium iQ for unified data collection.
- Integrated OneTrust into AEP for real-time consent management (GDPR), and configured Offer Decisioning and complex AJO journeys for rule-based and ML-driven personalization.

Accenture Song

Mar 2021 – Feb 2024

Experience Transformation Consultant · Barcelona, Spain

- Led the data layer revamp of a major bank's website, customer area and app, **coordinating a team of 5 profiles**: event specifications and versioned tracking plans, client-side and server-side.
- **Led vendor evaluations and platform selection studies for RFP processes**: comparative analysis of Adobe (AEP / RT-CDP) and Tealium (AudienceStream) ecosystems, mapping business requirements to technical capabilities.
- **Owned the bank's measurement stack end-to-end**: Adobe Analytics administration (report suites, marketing channels, SDR maintenance), Tealium iQ and EventStream libraries with load rules, extensions and release management, and ongoing data quality assurance.
- Adobe Target reference for the bank: audited implementations, defined environment and workspace governance, resolved integrations with the Target dev team, and ran assessments for other projects, translated for non-technical stakeholders.
- Implemented server-side tracking via Tealium EventStream and sGTM: Meta Conversions API, Google Enhanced Conversions, event deduplication and first-party identity capture to reduce third-party cookie dependency.
- **Implemented Consent Management Platforms (OneTrust, Didomi) from scratch**: sandbox and production setup, cookie categorization, banner build with custom CSS and scripts, and Consent Mode v2 integration, recovering consented users lost to attribution gaps.
- Full configuration of Adobe RTCDP: visitor stitching, audience definition and real-time activation across a base of **over 5 million customer profiles**.
- Collaborated with Paid Media departments to optimize data quality and event integrity, achieving a **15% increase in campaign ROI**.
- Led the Adobe Analytics to CJA migration on a digital estate processing tens of millions of monthly events, diagnosing measurement gaps across the reporting stack.

Metriplika

Mar 2018 – Mar 2021

Technical Digital Consultant · Barcelona, Spain

- Standardization and implementation of measurement (GA360 / Universal Analytics, GA4, Adobe Analytics) for 4 corporate accounts in retail, fashion, travel and automotive, across web and native apps: event design, Measurement Protocol integrations and tracking plan documentation.
- **Ran an early migration from Universal Analytics to GA4** for a fashion retail account, redesigning the full measurement model at a time when the platform had only recently been released.
- Administration of Tag Management Systems (Adobe DTM, Adobe Launch, GTM, Tealium iQ) with disciplined workspace governance, naming conventions and version control, including client-side deployment of marketing and remarketing pixels.
- Built internal tooling on the Google Analytics and Drive APIs to automate recurring reporting, alongside data pipelines and ETL processes on GCP / BigQuery that cut preparation **from days to hours**.
- Integration of Consent Management Platforms (OneTrust, Cookiebot) with tag management and analytics stacks, adapting data collection to GDPR requirements following its enforcement in 2018; technical implementation audits and documentation for RFP processes.
- Implemented the iOS and Android analytics SDKs and resolved hybrid app integrations between native and web layers.
- Defined the experimentation workflow for a retail client: A/B test management in Jira, tracking process and best practices, on Google Optimize and Dynamic Yield.

Accenture Technology

Oct 2017 – Mar 2018

Tech Architecture Delivery Analyst · Barcelona, Spain

- Full-stack SPA development (Angular / Java Maven), REST/SOAP API services and test plan design for systems integration at a banking client.

PUBLICATIONS

How to Choose Your MarTech Stack in 2026. Long-form analysis of nine MarTech stack patterns, from suite to composable and warehouse-native. Published on LinkedIn, 2026.

EDUCATION

Universitat Autònoma de Barcelona – Bachelor's Degree in Computer Science Engineering
Languages: Spanish (Native) · Catalan (Native) · English (Professional)

2012 – 2017