

Adrià García Castejón

MarTech Solution Architect | Adobe Experience Platform (AEP)

Real-Time CDP · Adobe Journey Optimizer · Customer Journey Analytics

Consulting and contract roles in customer data, journeys and analytics migration. Barcelona and remote.

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Hands-on architect with 8+ years in consulting, including 5 working with customer data platforms. I design data models and identity flows, implement activation and journeys, and migrate analytics to CJA. Experience spans platforms with 1M to 6M+ profiles in banking, insurance and retail.

CORE CAPABILITIES

Customer data	AEP, RT-CDP, XDM, identity resolution, Data Prep, Query Service, Kafka ingestion and data governance.
Activation	AJO, audience activation and event-driven journeys. Adobe Target integration and technical support for experimentation.
Measurement	CJA, Adobe Analytics, GA4, tracking plans and analytics migration.
Collection and consent	Web SDK, Tealium Data Hub (iQ, EventStream), GTM/sGTM, Meta CAPI, OneTrust, Didomi and Cookiebot.
Engineering	SQL, JavaScript, Python, REST APIs and GCP/BigQuery.

EXPERIENCE

Independent consultant

Sep 2026 - Present

MarTech Solution Architect · Barcelona, Spain

- Architecture work on Adobe Experience Platform for an ongoing project.

Capgemini

Feb 2025 - Jul 2026

MarTech Solution Architect · Barcelona, Spain

- Won a competitive CDP RFP against Big Four firms and other consultancies through the technical assessment and architecture proposal.
- Led a greenfield AEP implementation from MVP to production hardening. Designed XDM schemas, identity resolution and event-driven AJO journeys.
- Built Kafka-to-AEP consent ingestion and Query Service monitoring. Reduced duplicate profiles by around 30% and managed deletion of roughly 250K identities through Data Lifecycle.
- Operated a RT-CDP instance with 1M+ profiles: Data Prep, identity issues and ingestion incidents. Mentored the team and documented operational handover.
- Designed the SFMC-to-AJO campaign manager migration and configured two journeys in pre-production.
- Defined and validated the target AJO Decisioning architecture. It was not deployed before handover.

JAKALA

May 2024 - Feb 2025

MarTech Engineer Associate Manager · Barcelona, Spain

- Coordinated a major bank's migration to AJO, retaining Pega as the decision engine. Delivered the first use case to production.
- Designed XDM models for online and offline ingestion across more than 6M profiles. Consolidated over 30 email campaigns into AJO orchestration.
- Executed the Adobe Analytics-to-CJA migration, using Adobe Web SDK through Tealium iQ for data collection.
- Designed AEP architecture for digital education and configured its first production use case: XDM, identity, Web SDK and AJO Decision Management (legacy offer decisioning).
- Implemented OneTrust-to-AEP consent integrations through the official source connector and Event Forwarding.

Accenture Song

Mar 2021 - Feb 2024

Experience Transformation Consultant · Barcelona, Spain

- Rebuilt a major bank's data layer across its website, customer area and app, coordinating a team of 5. Defined event specifications and versioned tracking plans.
- Configured RT-CDP for activation across 5M customer profiles and led the Adobe Analytics-to-CJA migration. Diagnosed measurement gaps across the reporting stack.
- Managed Adobe Analytics and Tealium iQ/EventStream, including releases and data quality. Audited Adobe Target integrations and defined environment and workspace governance.
- Implemented server-side tracking with EventStream and sGTM: Meta Conversions API, Google Enhanced Conversions and event deduplication. Worked with Paid Media on data quality, contributing to a 15% campaign ROI increase.
- Implemented Didomi across domains, web and app webviews, with custom banners, consent categories and Consent Mode v2 integration.
- Led vendor evaluations for RFPs, comparing Adobe AEP/RT-CDP and Tealium AudienceStream against business requirements and integration constraints.

Metriplica

Mar 2018 - Mar 2021

Technical Digital Consultant · Barcelona, Spain

- Standardised web and app measurement for 4 corporate accounts across retail, fashion, travel and automotive. Migrated a fashion retailer from Universal Analytics to GA4 when the platform launched.
- Managed GTM, Tealium iQ, Adobe DTM and Launch, including marketing pixels. Integrated OneTrust and Cookiebot with tag management and analytics.
- Built Python automation with the Google Analytics and Drive APIs and data pipelines on GCP/BigQuery. Reduced reporting preparation from days to hours.
- Implemented iOS and Android analytics SDKs and resolved integrations between native and web layers in hybrid apps.
- Defined the technical process for A/B testing in retail: Jira workflow, tracking and implementation practices for Google Optimize and Dynamic Yield.

Accenture Technology

Oct 2017 - Mar 2018

Tech Architecture Delivery Analyst · Barcelona, Spain

- Developed Angular/Java applications, REST/SOAP services and integration test plans for a banking client.

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)

PUBLICATION

How to Choose Your MarTech Stack in 2026. Analysis of nine architecture patterns: suite, composable and warehouse-native. Published on LinkedIn.

EDUCATION AND LANGUAGES

Bachelor's Degree in Computer Science Engineering. Universitat Autònoma de Barcelona, 2012-2017.

Spanish and Catalan: native. English: professional working proficiency.