

Evymar Rolón

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Freelance Digital Marketing Consultant

Digital Marketing Strategy | Data Analysis and Reporting | Performance-Driven Campaigns | Email Marketing | Team Leadership & Mentorship | Cross-Functional Collaboration | Workflow & Process Optimization

Experience

Freelance

2025–Present

Digital Marketing Consultant

- Provide strategic digital marketing consulting focused on paid media, data infrastructure, performance optimization, and team/project management.
- Develop media strategies, including account architecture, audience frameworks, tracking, and attribution.
- Build custom AI (GPT) workflows to streamline content creation, reporting, and audience insights.
- Lead campaign setup, optimization, and performance analysis across multiple industries.
- Guide agencies on best practices for Meta BPs, MCC structures, billing transparency, compliance, and scalable governance.
- Collaborate with creative teams on concept direction, brand narrative, and channel-optimized assets.
- Support clients with digital marketing decisions, including GA4 setup, conversion tracking, API integrations, and privacy-ready data practices.

KIS Digital / de la Cruz

Account Director

2019 – 2025

Started as a Digital Account Executive managing key telecommunications accounts.

- Promoted to Sr. Account Executive in 2020, leading content strategy for one of Puerto Rico's top financial institutions.
- Elevated to Account Director in 2021. Responsibilities included:
 - Leading a team of account executives across the financial, gasoline, and automotive sectors.
 - Building high-value client relationships, focused on long-term strategic growth
 - Driving alignment between creative and media teams to deliver cohesive, performance-driven digital campaigns.
 - Overseeing content development, digital media buys, and email initiatives to maximize performance and brand positioning.
- In 2025, transitioned into the de la Cruz team while retaining the same role and scope of responsibilities.
- Clients: FirstBank, Flagship (Bella Group), Sunoco, Sprint, Boost Mobile

Viviré: Creative & Interactive Studio

Digital Strategist & Media Planner

2014 – 2019

- Developed digital marketing strategies and managed media planning for clients in beauty, telecom, automotive, and CPG.
- Executed and optimized digital advertising campaigns on Meta Ads, Google AdWords, and local media platforms.
- Led creative production of digital advertising materials, ensuring brand consistency and performance.
- Clients: T-Mobile, L'Oreal Caribe, Flagship (Bella Group)

Paradigm Associates

Social Media Manager

2013 – 2014

- Managed paid social and search campaigns, including Google Ads and Meta Ads.
- Oversaw client social media platforms, including content creation, community management, and performance reporting.

- Developed promotional campaigns and digital assets for entertainment and film distributor clients.
- Designed and maintained websites and landing pages for internal and client projects.
- Clients: Paramount Pictures, Movie Network, Sol Puerto Rico, St. Maarten Tourism Bureau

Latest Awards

- Bronze in Digital Marketing, issued by SME Excellence in Marketing Awards, October 2023
- Three Bronze awards in Data Usage & Digital Media, issued by Cúspide, August 2023

EDUCATION

University of Puerto Rico, Río Piedras, PR — Bachelor of Science

2007 – 2012