00 / RÉSUMÉ

KEVIN ROGERS

Performance leader who scales consumer and DTC acquisition profitably across Meta and Google. Remote, US-based.

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EXPERIENCE

Evestar

Fractional CMO / Head of Performance

APR. 2025 – PRESENT

Evestar is a full-service marketing agency scaling consumer and DTC brands on a fractional-CMO, lead-strategist model.

- Own customer-acquisition strategy across a 25+ consumer-brand portfolio and $30M+ in budget, personally managing Meta and Google at scale against CAC, CPA, and ROAS targets.
- Build scalable acquisition engines and quarterly/annual growth roadmaps that align spend to business objectives, diversifying into new channels as they prove out.
- Lead testing and experimentation across audiences and creative, and direct agency/freelance partners plus cross-functional creative, content, and analytics teams.
- Drove $3M+ incremental revenue for a single brand in six months while improving efficiency.

Digital Goblin LLC

Owner / Performance & Growth Lead

JUN. 2020 – PRESENT

An independent performance practice I founded, scaling consumer and DTC brands.

- Run an independent performance practice, owning paid acquisition, affiliate/influencer partnerships, lifecycle, and reporting for consumer and DTC brands.
- Built a brand from $0 to $364K in year one at 8.4x ROAS and a $44 CAC, and grew a subscription brand to ~75 subscriptions in its first month of advertising.
- Stand up reporting frameworks and attribution models that tie every channel to CAC, CPA, and ROAS.

ATTN Agency

Associate Director, Performance

NOV. 2022 – NOV. 2024

ATTN Agency is a performance marketing agency running paid acquisition for consumer and DTC brands.

- Personally managed and scaled Meta and Google paid acquisition for consumer and DTC brands, with budgets up to $6M/year and a team of specialists.
- Built an influencer/UGC and creative-testing engine that doubled conversion click-through (2.3% → 4.9%) and acquired 7,000 customers on a single $400K campaign.
- Hit new-customer ROAS and CAC targets 14 consecutive months across multiple accounts.

ArtPix 3D®

Director of Performance Marketing

NOV. 2024 – APR. 2025

ArtPix 3D® is a DTC eCommerce brand producing personalized 3D crystal photo gifts.

- Scaled Meta and multichannel spend from $40K to $112K/month while improving ROAS, with a rigorous creative-testing and channel-diversification program (TikTok, Reddit, YouTube, X).

Code3

Senior Performance Strategist

NOV. 2021 – NOV. 2022

Code3 is a performance agency running national advertising for enterprise consumer and eCommerce brands.

- Owned paid strategy for enterprise consumer and eCommerce brands, driving 41.66x retargeting ROAS in peak through experimentation and budget reallocation.

Lamark Media

Performance Marketing Manager

FEB. 2019 – DEC. 2021

Lamark Media is a technology-driven agency specializing in programmatic media buying and data analytics.

- Managed a ~$315K/month book across Meta, Google, and programmatic for consumer and regulated-industry (financial services) clients, scaling one brand to $1M+/month through the iOS 14.5 attribution shift.

SKILLS AND TOOLS

SKILLS

What I do

- Paid Acquisition Strategy & Scalable Growth Engines
- Meta & Google at Scale (CAC, CPA, ROAS, Cost-per-Opportunity)
- Channel Diversification & New-Channel Launch
- Testing & Experimentation Frameworks
- Affiliate & Influencer Partnership Channels
- Agency & External-Partner Management
- Reporting Frameworks, Attribution Models & Measurement
- Budget Management ($1M–$30M+)
- Cross-Functional Partnership (Creative, Content, Analytics)
- Team Building & Leadership

TECHNOLOGIES

What I work in

`Meta Ads` `Google Ads (Search / Shopping / PMax)` `TikTok Ads` `Programmatic / The Trade Desk` `Triple Whale` `Google Analytics (GA4)` `Klaviyo` `Attentive` `Shopify` `SEMrush` `Looker`

CERTIFICATIONS

Credentials

`Meta Blueprint` `Google Analytics` `TikTok Academy`

ADDITIONAL

Context

DTC, subscription, and high-growth experience, with some regulated-industry (financial services) work.

Remote, US-based. Languages: English & Spanish.

EDUCATION

BACHELOR'S

Florida Atlantic University

Bachelor's Degree, Multimedia Studies

ASSOCIATE

Nova Southeastern University

Associate of Arts, Graphic Design

NCAA Student Athlete, Men's Baseball