

KEVIN CINTRON, MBA

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Summary

Marketing Operations and GTM leader with experience building and scaling revenue systems in healthcare and SaaS-adjacent environments. Owns CRM architecture, automation, attribution, and cross-functional execution supporting Sales, Legal, Product, and Executive leadership. Proven ability to translate strategy into scalable systems, improve pipeline visibility, and operationalize growth initiatives in lean, high-impact teams. Bilingual in English and Spanish.

Experience

Marketing Manager, 02/2026 to Current

Expert Radiology – Guaynabo, PR

- Developed comprehensive marketing strategies to enhance brand awareness and patient engagement.
- Led cross-functional teams in executing integrated marketing campaigns across digital platforms.
- Analyzed market trends and consumer insights to inform product development and positioning.
- Oversaw digital marketing initiatives, optimizing content for SEO and user experience.
- Spearheaded corporate rebranding efforts, aligning messaging with business objectives and audience needs.

Marketing Operations Specialist, 08/2025 to 02/2026

Expert Radiology – Guaynabo, PR

- Own end-to-end marketing and revenue operations infrastructure, including CRM architecture, automation, data governance, and attribution across Marketing, Sales, and Operations
- Serve as the primary execution and systems owner for a lean marketing department, translating executive strategy into scalable, repeatable execution
- Led CRM evaluation, platform selection, data migration, workflow automation, lead routing, and user adoption, establishing a unified source of truth for pipeline and performance
- Designed attribution, KPI, and pipeline dashboards used by leadership for forecasting, GTM prioritization, and performance reviews
- Built GTM execution frameworks for national conferences, product launches, and campaigns, including pre-event sequencing, lead capture, and post-event follow-up automation
- Partner cross-functionally with Sales, Legal, Product, and Operations to align GTM execution, data integrity, and launch readiness

- Designed UX flows, wireframes, and Figma prototypes for a cloud-based medical SaaS platform in collaboration with engineering and product leadership
- Developed SOPs, training materials, and documentation to standardize execution and support future team scaling

Marketing Consultant, 04/2025 to 01/2026

PrimeLife Insurance – Guaynabo, PR

- Served as part-time marketing consultant, owned marketing strategy, campaign direction, and vendor alignment for a healthcare insurance organization
- Translated executive business goals into clear campaign briefs, priorities, and timelines
- Oversaw vendor and agency performance to ensure consistency, effectiveness, and measurable impact
- Advised leadership on GTM sequencing, messaging, and execution readiness

Healthcare Marketing Manager, 10/2024 to 07/2025

InVicta Business Partners – Puerto Rico

- Managed healthcare marketing execution for 12 client accounts across content strategy, campaign execution, and live event marketing
- Led national and regional conference initiatives, including booth planning, vendor coordination, logistics, and on-site execution
- Managed a LATAM-based creative and account team, driving quality, performance, and delivery
- Executed cross-channel campaigns combining digital, local, and experiential marketing

Event Sales & Marketing Manager, 2023 to 2024

Dave & Busters Inc. – Bayamon, PR

- Led corporate and social event sales and marketing initiatives, driving revenue through integrated local and experiential campaigns
- Negotiated contracts with corporate clients, vendors, and partners to secure high-value bookings
- Directed end-to-end planning and execution of large-scale events, managing budgets, timelines, and vendor performance
- Collaborated with regional leadership on sales forecasting, campaign ROI analysis, and event performance optimization

Sales Manager, 2022 to 2023

Destination Puerto Rico- Travel Services Inc. – San Juan, PR

- Led sales operations and partnerships with local businesses and organizations, securing contracts that increased brand exposure and bookings
- Supported regional forecasting and campaign planning through performance analysis and reporting
- Negotiated vendor and partner agreements to support profitable event execution

General Manager, 2016 to 2022

Coffee House & Tea Company LLC – Ponce, PR

- Led multi-location operations, scaling the business from one to five locations with full P&L ownership
- Built and managed cross-functional teams, implementing hiring, onboarding, and performance management systems
- Developed and standardized SOPs across operations, inventory, food safety, and customer experience
- Oversaw budgeting, cost controls, vendor relationships, and profitability during expansion
- Partnered with ownership on strategic planning, brand positioning, and growth decisions

EDUCATION

MBA: Digital Marketing, 2025

NUC University - Puerto Rico

Graduate Credential, Planning and Strategy

Bachelor of Science: Biotechnology, 05/2021

Pontificia Universidad Catolica De Puerto Rico - Ponce, PR

Core Skills

- Marketing Operations and Revenue Operations
- GTM Strategy and Execution
- CRM Architecture and Implementation (HubSpot, Salesforce, GoHighLevel)
- Workflow Automation and Lead Routing
- Attribution Modeling and Pipeline Reporting
- KPI Dashboards and Forecasting
- Cross-Functional Leadership
- Product and SaaS Process Design
- UX and UI Design (Figma)
- Event and Experiential GTM Strategy
- Process Optimization and Scalability