

MARC ALEXANDER VAZQUEZ

Sales Enablement & GTM Strategy Executive | Creative Direction

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You're considering an executive forged into a rare duality: a hands-on Creative Director with Enablement expertise. I learned early how meaning is constructed and how value is given shape and vision. I carried that discipline directly into sales enablement and go-to-market strategy, building enablement systems from zero for a retail media network and leading flagship activations for top global brands. Different arenas, same mechanism. I establish the conditions that let scalable growth become inevitable.

CORE COMPETENCIES

GTM & Sales Enablement: Go-To-Market Strategy, Partner Enablement, Enablement Operating Systems, Sell-In Toolkits, Investment-Tier Planning, Joint Business Planning, Narrative Architecture, Cross-Functional Alignment

Creative Direction & Design: Art Direction, Brand Strategy, Integrated Campaigns, Interactive Design, Visual Design Systems

Integrated & Cross-Channel: Brand Identity, Experiential/Events/Trade Shows, Branding, Sponsorships, Retail Activations

Leadership & Operations: Executive Alignment, Real-Time Enablement, Accessibility/Responsiveness, Briefing to Release

Analytics & Tools: Measurement Frameworks, Performance Storytelling, Salesforce, Google Analytics, Adobe Suite, AI Integration

PROFESSIONAL EXPERIENCE

REI Co-op - Sales Enablement & Communications Strategy Manager

Remote | Dec 2024 – Present

Built the first identity the Retail Media Network has had since 1938, and the enablement architecture to monetize it.

- Created the first communications pathways and narrative identity for REI's Retail Media Network under the positioning "Brands Elevated."
- Designed and implemented the institutional operating model (Sales Enablement Brief → Workflow → Tracker) that aligned an 11-person team across 6 functions and served 35 partner accounts.
- Moved partner conversations from transactional spend requests into investment-tier planning. Incubation pathways made higher tiers credible through performance visibility and confidence; vendors increased investment as trust in quantifiable results grew.
- Delivered real-time solutions that restored partner confidence, including resolution of a multi-million-dollar in-store to e-commerce gap and measurement reframing that protected relational capital.
- Elevated strategic work through recognized design ability: clear visual systems, narrative standards, and communication environments that program managers could operate independently.

IMPACT < Made "Brands Elevated" real: the first identity and system that made the network investable.

Framework: Retail Media Network Identity & Enablement Model

Oppizi - Brand Activation & Field Operations Manager

(Contract) | Aug 2024 – Dec 2024

- Directed field enablement, on-site operations, and team readiness across Southeast Florida for enterprise partners including Uber and TikTok.
- Built onboarding and training frameworks that kept brand ambassadors ready and on message across regional activations.

IMPACT < Enterprise teams, on message, on the ground, on time.

Consultant - Communications Strategy & Design

Remote | May 2023 – Nov 2024

Designed brand, communications, go-to-market strategies across hospitality, retail, and professional services:

Park Royal Hotels & Resorts: Conceived and launched “Beyond the Destination,” generating 1.9M reach, 54K engagements, and 1.8% conversion.

Phoenix Tower International: Developed event brand identity and script direction for the 24’ Global Sales Meeting.

Bishop-McCann: Designed executive presentations - Expedia Group EXPLORE & McDonald's Presidents' Awards.

ARW Home: Defined brand narrative translating purpose into unified D2C, B2B, and real estate messaging.

IMPACT < Converted intangible brand purpose into measurable business performance.

UniWorld Group - Group Creative Director

Remote | Jan 2022 – Apr 2023

Clients: Coca-Cola® USA, National Pork Board

- Conceived and led JOYLAND, a Coca-Cola flagship activation at Essence Festival drawing 75,000 to 100,000 attendees over three days, anchoring a citywide, multi-brand, New Orleans takeover.
- Served as lead Creative Director and Producer, directing event branding, interactive design, and site design, plus brand experiences for Sprite Just For Kicks and Coke AfterDark.
- Directed the Real Magic campaign photography and national in-store signage, driving retail awareness into JOYLAND ticket demand, a full go-to-market arc from shelf to activation.
- Designed multicultural audience strategy for National Pork Board across African American audiences.

IMPACT < Connected Coca-Cola's shelf presence to a citywide festival takeover.

MIG (Multi Image Group) - Creative Director

Remote | Oct 2021 – Feb 2022

Collaborated across Account, Production, and technical teams to develop impactful in-person and virtual activations and RFP responses for new business.

- Ideated and pitched programs and designed key visualizations for Direct Service Associations and global services clients; GenPact, My Daily Choice

IMPACT < Won new business through concepts that told the story before the pitch.

GTM & CROSS-CHANNEL EXPERTISE

Branding - Brand Identities, Visibility Campaigns, Specialty Packaging, Experiential Event Branding, Rebranding Systems

Experiential - Brand Activations, Trade Shows, Sponsorships, Viewing Parties, Corporate, Mobile Tours, Pop-Up

Shopper Marketing - Retail Activations, on/off-premise programs, brand-entertainment partnerships, augmented reality POS

Financial / Hospitality - Expedia, Citi AAdvantage, Orion Advisors

Real Estate / Luxury - 425 Park Ave, Court Square Place, Ritz-Carlton Residences, Diamonds International

RECOGNITION

Effie Award - Best New Product Launch | Schick Quattro for Women

APMA Gold - Best Art Direction | American Express BLUE Card

Ad Club CT Gold/Silver - Best Art Direction | Guinness x NTRA

EDUCATION

Pratt Institute, Brooklyn NY - BA Communication Design (3.7 GPA, Full Scholarship)

MIT - Executive Certification, Digital Marketing Analytics (Credential ID: 24933074)