



MARC ALEXANDER VAZQUEZ

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Adaptable content maven with a hands-on approach, skilled in creating impactful 360° B2B2C experiences. My collaborative nature aligns inter-departmental efforts to deliver both a compelling strategy and memorable brand content, regardless of the industry or platform.

HANDS-ON EXPERTISE

Design: Branding Systems, Traditional/Digital, Key Visual Design, Interactive Display Creation, UX/UI

Content Generation: Idea Narratives, Photography/Video Direction, Production Management, Digital assets

Strategy: Strategic Positioning, Marketing Planning, RFP Response

Application Proficiency: Adobe Photoshop, Adobe Illustrator, InDesign, PowerPoint, Word, Microsoft Office

360° EXPERIENCE

Strategy / Design Consultant – Sole-proprietor Boca Raton, FL (3/23 – Current)

Privileged to be collaborating with agencies and clients/brands across multiple sectors:

Park Royal Hotels & Resorts – Hospitality

Concept/Design/Strategy/Pitched current META campaign 'Beyond the Destination' to drive bookings while rejuvenating overall branding and communications.

Pioneer Tower International – Wireless Infrastructure

Concept/Design Corporate Event; 'Wings of Change' 2024 Global Sales Meeting

Developed Event Branding, On-site Signage, and Video script/comp.

Expedia Group – Travel/Hospitality

Developed all their on-screen presentations for EXPLORE FEST 23's General Session presentations highlighting their Escapia software's new functionality and user experience.

Lexington International (Hairmax) – Medical Devices

Developed over-arching branding from Positioning; 'Pioneered To Transform' to campaign design/verbiage. As well as, consumer programming development and design visualizations

ARW Home – National Property Warranty Provider

Expounding on ARW Home's master brand through defining purpose and then translating motivations into value propositions from Customer Service to Direct-to-consumer (e-commerce/social) to B2B partners to Real Estate Territory Managers. Product Design (Branding systems, Website, etc.)

Group Creative Director – UniWorld Group (Remote 1/22 – 2/23)

Clients; Coca-Cola USA, National Pork Board

Managed creative executions for Coca-Cola USA (Shopper/Experiential) and National Pork Board (Social)

- Launched 'Real Magic' national Shopper campaign and multiple Experiential Activations for Coca-Cola

- Challenged to educate AFAM on the nutritional properties of Pork across relevant social platforms

- Proud member of the Peer-To-Peer Connects Program for new hires while supporting current teams

Strategy / Design Consultant – Agency Five Eighty (Remote 11/21 – 2/22)

Teamed up with Account teams and clients generating Shopper and Experiential activations, and Branding

- Created fan-centric programming for Woodbridge Wines partnerships with MLB and the NFL

- Developed promotions and awareness campaigns for ITG portfolio of tobacco brands; Dutch Masters, etc.

Creative Director – Multi Image Group Boca Raton, FL (9/20 – 10/21)

Collaborate across multi-divisions from Account Directors, Producers and Technical Directors in developing impressionable in-person and virtual activations and, RFP response for new business acquisitions.

- Ideated programs & designed key visualizations for Direct Service Associations and global services clients

Creative Director / Marketing – Wilkins Media New York City, NY (3/19 – 2/20)

Align with the Business Development division to develop effective RFP responses to ensure business winning proposals. As well as develop Wilkins Media's internal communications and brand identities.

- Produced proposals from Financial to Travel to Entertainment leveraging OOH and Activations
- Developed and designed branded content (Display, Social, etc.) for Experiential and Programmatic offerings

Creative Director – Freeman XP New York City, NY (2/17 – 3/19)

Client; IBM Business Solutions

Collaborate across accounts and agency principals to develop opportunities and respond to RFP's.

- Developed experiential B2B activations for IBM Cloud Business Solutions, 'AGE OF AUTOMATION'

Strategy / Design Consultant – Sole-proprietor New York City, NY (9/13 – 2/17)

Privileged to be collaborating with agencies and clients/brands across multiple sectors:

Altice USA – Telecommunications

Generated branded content for Optimum TV Off-Air, Online and Internal/External initiatives

- Created MoviePAK Branding and Print campaign for Optimum video streaming services

SoHo Experiential – Event Marketing Agency

Clients; Citi Bank, The Macallan, Cointreau

- Developed experiential activations and design executions for interactive/online/offline content

Notable Mention – Assisted in Concept, Presentation and winning new business, Citi Bank and The Macallan.

Creative Services Manager – Ryan Partnership Chicago, IL (10/09 - 8/13)

Clients; Energizer, Wrigley

- Brand Positioning/Brand Identity Development: EDGE Shave Gel and SKINTIMATE Cream Shave
- Develop Partnerships: UFC, cbssports.com, Summit Entertainment (Twilight Saga movie property)

Notable Mention – Grew Energizer into the 2nd largest client due to incremental business growth.

Creative Director – Creative Partners Stamford, CT (6/07 - 8/09)

Clients; University of Bridgeport, XMI Fine Apparel

- Developed Concepts, Pitched and Won University of Bridgeport – 'Where U Become' Campaign
- Repositioned the XMI Brand – 'For Men of Texture' Campaign

Notable Mention – New business wins!

Associate Creative Director – Colangelo Synergy Marketing Darien, CT (4/03 - 5/07)

Clients; Diageo USA; Guinness, Smithwick's, Smirnoff, Schick Shaving Systems, Dannon USA

- Pitched/Oversaw Programs and Promotional Events from Conception to Completion

Notable Mention – Created cross-merchandising programs implemented throughout Diageo distributors.

NOTABLE MENTION

2007 EFFIE AWARD - Best New Product Launch

Schick Quattro for Women – "High Performance for Her" (Campaign Concept / Campaign Design)

2002 APMA GOLD - Best Art Direction

American Express BLUE Card – American Express Sueños En BLUE (Event Concept / Event Design)

AD CLUB CT GOLD/SILVER - Best Art Direction

Guinness (Diageo) – NTRA and Guinness Partnership (Visual Design)

EDUCATION

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

Massachusetts Institute of Technology (MIT) – Executive Certification in Digital Marketing Analytics