

MARC ALEXANDER VAZQUEZ

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Strategic GTM Leader & Executive Strategist with a rare blend of Creative Strategy, Design, and GTM Enablement. Translates business, brand, and market strategy into compelling narratives, integrated journeys, multi-channel campaigns, and organizational execution. Proven in creative strategy, marketing operations, commercial activation, and cross-functional alignment, connecting enterprise vision to high-impact results across global brands.

CORE COMPETENCIES

GTM & Growth Strategy: Enterprise GTM, Sales & Partner Enablement, Commercial Strategy, Category Growth

Enablement & Operations: GTM Operations, Architecture, Sell-in Toolkits, Value Propositions, Runbooks

Cross-Functional Leadership: Executive Alignment, Strategic Initiatives, Partner Strategy, Change Adoption

Performance & Intelligence: Analytics, Measurement Strategy, Data Storytelling, AI Workflows

Creative & Brand Strategy: Positioning, Message Architecture, Content Strategy, Design Systems

Technology & Tools: Salesforce (CRM), AI Workflow & Productivity Tools, Google Analytics, Adobe Creative Suite

PROFESSIONAL EXPERIENCE

REI Co-op — Sales Enablement & Communications Strategy Manager *Remote | Dec 2024 – Present*

Established and scaled the enablement operating system supporting Retail Media Network, Partner Marketing, and Performance Marketing, connecting enterprise priorities to partner activation through scalable communication systems and engagement frameworks.

- Built and scaled the remote enablement operating model and onboarding pathways, aligning an 11-person cross-functional team across 6 core functions to accelerate enterprise execution and seller ramp time.
- Engineered modular seller toolkits, including sell-in narratives, value models, and joint business planning frameworks, driving adoption across 35 partner accounts.
- Fostered AI fluency across GTM workflows, driving experimentation and leverage with AI-enabled tooling to optimize content development, improve seller productivity, and shorten launch cycles.
- Established messaging architecture and performance frameworks that aligned marketing, media, and commercial leaders to improve decision clarity and execution consistency.

Enablement Framework Summary

Communications Strategy & Design Consultant *Remote | May 2023 – Nov 2024*

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

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

Pioneer Tower International: Developed event brand identity and video direction for 2024 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.

Oppizi — Brand Activation & Field Operations Manager (Contract) | Aug 2024 – Dec 2024

- Directed end-to-end field enablement, on-site operations, and team readiness across Southeast Florida for enterprise partners including Uber and TikTok.
- Built and executed team onboarding and training frameworks to accelerate brand ambassador ramp time and ensure messaging consistency across regional activations.
- Utilized the Oppizi analytics platform to track real-time campaign performance metrics, optimizing field execution strategies and reporting actionable insights to stakeholders.
- Streamlined operational processes and cross-functional communications between off-site client leadership and regional field teams to eliminate execution friction.

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 as the anchor of 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 AFAM audiences.
- Developed internal peer-to-peer engagement and DEI programs under executive leadership direction.

Agency Five Eighty — Communications Strategy & Design Remote | Nov 2021 – Feb 2022

- Developed integrated activation strategy for Woodbridge Wines' MLB/NFL partnership.
- Developed awareness campaign strategy for ITG's Dutch Masters portfolio.

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

2007 Effie Award — Best New Product Launch | Schick Quattro for Women

2002 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)