

MARC ALEXANDER VAZQUEZ

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Enabler bringing the audience-centric thinking of Creative Strategy together with the operational discipline of Sales Enablement. That duality closes the gap between how organizations communicate value and how teams deliver it.

Builds systems that translate complex business models into value narratives and scalable frameworks aligned to commercial priorities, driving adoption, partner engagement, and growth.

CORE COMPETENCIES

GTM & Growth Strategy: GTM Strategy, Revenue Enablement, Growth Frameworks, Category Growth, Commercial Strategy
Creative & Brand Strategy: Brand Strategy, Positioning, Narrative Architecture, Communications Strategy
Omnichannel Activations: Retail Media, Performance Marketing, Experiential, Shopper Marketing, Partner Marketing
Enablement Operations: Sales Enablement, Toolkit Development, RFP Strategy, Cross-functional Alignment, Operating Models
Creative Production: Design Systems, UX/UI, Video Direction, Content Production

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, Vendor Marketing, and Performance Marketing, connecting enterprise priorities to partner activation through scalable communications and engagement frameworks.

- Built the cross-functional infrastructure connecting Retail Media, Performance Marketing, and Vendor Marketing, enabling consistent execution across vendor growth initiatives.
- Designed partner-facing narratives and enablement frameworks that articulated REI Media Network's member value and influenced vendor investment decisions.
- Defined REI Media Network identity and messaging architecture, enabling adoption across multiple business units.
- Aligned marketing, media, analytics, and commercial teams around shared category growth models and activation frameworks.

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: Launched META campaign Beyond the Destination, generating 1.9M reach, 54K engagements, and a 1.8% conversion rate.

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

Bishop-McCann: Designed executive presentations for Expedia Group EXPLORE 24 and McDonald's Presidents' Awards.

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

UniWorld Group — Group Creative Director *Remote | Jan 2022 – Apr 2023*

Clients: Coca-Cola® USA, National Pork Board

- Led the integrated campaign for Coca-Cola Real Magic, directing photography and experiential execution across Essence Festival, reaching nearly 500M impressions.
- Designed multicultural audience strategy for National Pork Board across AFAM audiences.
- Developed internal peer-to-peer engagement and DEI communications programs under executive leadership direction.

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

- Designed integrated activation concepts for the Woodbridge Wines x MLB/NFL partnership.
- Developed awareness campaign for ITG tobacco portfolio, including Dutch Masters.

Multi Image Group — Creative Director *Boca Raton, FL | Sep 2020 – Oct 2021*

- Built experiential activations and RFP response frameworks in partnership with account, production, and technical teams for global clients.

Wilkins Media — Creative Director / Marketing *New York City, NY | Mar 2019 – Jul 2020*

- Designed cross-channel media and content strategy across financial, travel, and entertainment verticals using OOH and programmatic ecosystems.
- Developed branded content supporting programmatic sales and partner activation.

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 Advisor

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