

MARC ALEXANDER VAZQUEZ

Executive Creative Director | Go-To-Market Strategy | Sales Enablement

quezsez@gmail.com | 1 203 223 4232 | marcalexandervazquez.com | linkedin.com/in/marcalexandervazquez

Executive forged into a rare duality: a hands-on Executive Creative Director with Go-To-Market and Sales Enablement strategy expertise. Led master-brand enablement, moving vendor-partners from spend requests to investment-tier plans, and built the GTM activations and brand experiences that create brand affinity for top brands. Develops the motivations and visual design systems that equip teams to win new business and turn enterprise value and brand affinity into adoption.

CORE COMPETENCIES

GTM & Sales Enablement: Go-To-Market Strategy, Partner Enablement, Enablement Systems, Sell-In Toolkits, Value Proposition Development, Market Activation

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

Experiential & Shopper Marketing: Brand Identity, Event Activations, Branding, Sponsorships, Trade Shows, Retail Activations

Leadership & Operations: Cross-Functional Leadership, Executive Alignment, Change Management, Onboarding and Training

Analytics & Tools: Measurement Strategy, Data Storytelling, Salesforce, Google Analytics, Adobe Suite, AI Workflow Tools

PROFESSIONAL EXPERIENCE

REI Co-op - Sales Enablement & Communications Strategy Manager

Remote | Dec 2024 – Present

Built and scaled the enablement operating system for Retail Media Network, Partner Marketing, and Performance Marketing, connecting enterprise priorities to partner activation.

- Built enablement and onboarding pathways, aligning an 11-person cross-functional team across 6 core functions.
- Engineered modular seller toolkits, including sell-in narratives, value models, and Joint Business Planning frameworks, across 35 partner accounts.
- Established messaging architecture and performance frameworks aligning marketing, media, and commercial leaders.
- Fostered AI fluency across GTM workflows through AI-enabled content development and seller productivity experimentation.

IMPACT < Built the enablement engine that turned vendor spend requests into investment-tier partnerships.

Enablement Framework Summary

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 < Made enterprise field teams ready, on-message, and execution-proof.

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.

Pioneer 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 < Turned brand purpose into measurable campaigns and executive-ready systems.

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)