

# MARC ALEXANDER VAZQUEZ

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I am an Enabler.

My experience is defined by a rare duality: the creative vision of a Director and the strategic intent of Sales Enablement. I specialize in understanding complex business models and objectives, transforming them into value narratives that drive action. By aligning commercial priorities with execution, I bring teams together to strengthen readiness, partner engagement, and growth.

## CORE COMPETENCIES

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**Strategy:** Positioning, Marketing Planning, Toolkit Development, Growth Frameworks, RFP Response, Research & Analysis, Sales Enablement, Revenue Enablement, Go-to-Market Strategy, Partner Communications, Vendor Marketing, Cross-functional Alignment, Retail Media, Brand Strategy, Performance Marketing, Communications Strategy.

**Software & Platforms:** Microsoft Office (Excel, PowerPoint, Word), Google Workspace, Adobe Creative Cloud, Monday.com, Smartsheet, Data Analytics & Performance Reporting.

**Design:** Branding Systems, Print/Digital, Key Visual, Experiential Interactivities/Structures, UX/UI

**Content:** Narrative Development, Photography/Video Direction, Production Management

## PROFESSIONAL EXPERIENCE

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

Established and scaled the enablement function supporting Retail Media Network, Vendor Marketing, and Performance Marketing, translating enterprise priorities into scalable systems, communications, and partner engagement programs.

- Built the operating framework connecting Retail Media, Performance Marketing, and Vendor Marketing, enabling cross-divisional visibility and consistent execution across vendor growth initiatives.
- Developed partner-facing narratives and enablement systems that communicated REI Media Network's member value and drove vendor investment decisions.
- Created REI Media Network identity and messaging, supporting vendor adoption across multiple divisions.
- Aligned marketing, media, analytics, and managers around shared category growth objectives through structured enablement frameworks. [Enablement Framework Summary](#)

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

Advised organizations on brand strategy, communications systems, and go-to-market execution across hospitality, events, retail, and professional services sectors:

**Park Royal Hotels & Resorts:** Concepted and 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:** On-screen presentations for Expedia Group's EXPLORE 24; design lead for McDonald's Presidents' Awards and BMC4M.

**ARW Home:** Defined brand purpose and translated it into value propositions resulting in distinct messaging across D2C, B2B, and Real Estate.

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

Clients: Coca-Cola® USA, National Pork Board

- Led national 'Real Magic' Shopper campaign, directed photography, and produced Coca-Cola's largest multi-brand Essence Festival activation spanning multiple experiential touchpoints and reaching nearly 500M impressions.
- Directed multicultural social strategy for National Pork Board across AFAM audiences.
- Tapped by leadership to develop UniWorld's internal Peer-To-Peer Connects Program and DEI communications initiatives.

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

- Pitched fan-centric activations for Woodbridge Wines x MLB/NFL partnerships.
- Developed awareness campaigns for ITG tobacco portfolio including Dutch Masters.

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

- Partnered with Account Directors, Producers, and Technical Directors to develop activations and RFP responses for global services clients.

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

- Produced proposals across Financial, Travel, Entertainment verticals leveraging OOH and Experiential.
- Developed branded content strategies to support Programmatic sales.

**CROSS-CHANNEL EXPERTISE**

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**Branding** > Brand Identities, Visibility Campaigns, Specialty Packaging, Experiential Event Branding, Rebranding.

**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**

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**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**

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

**MIT** — Executive Certification, Digital Marketing Analytics

