

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 serve as a bridge converting complex business intelligence into the frameworks that drive cross-functional readiness.

Through systems that align business and brand motivations, I equip account/creative teams and program managers to own every opportunity, align with purpose, and execute with impact.

CORE COMPETENCIES

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

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

Strategy: Positioning, Marketing Planning, Toolkit Development, Growth Frameworks, RFP Response, Research & Analysis

Tools: Adobe Suite, Microsoft Office/PowerPoint, Project Management Platforms, AI-Assisted Workflows (Claude, ChatGPT), Data Analytics & Performance Intelligence

PROFESSIONAL EXPERIENCE

REI Co-op — Sales Enablement Lead / Specialist *Remote | Dec 2024 – Present*

Building and scaling enablement across Performance Marketing, Joint Business Partnerships, and REI Media Network — one of retail's fastest-growing omnichannel disciplines.

- > Architected a multi-pillar Enablement Framework across Performance Marketing, Retail Media, and Vendor Marketing, developing vendor-facing sell-in presentations that influenced multi-million dollar investments.
- > Designed and scaled enterprise enablement toolkits, translating business priorities and campaign data into actionable narratives that drive revenue alignment and partner investment.
- > Led cross-functional alignment across Performance Marketing, Vendor Marketing, and Program Managers, driving cohesive vendor-facing presentations around Category Growth opportunities.
- > Created and scaled enterprise enablement toolkits — translating complex business priorities into actionable narratives that drive revenue alignment and partner investment.
- > Designed REI Media Network brand identity and positioning across B2B platforms, and partner events; SUMMON THE SNOW.

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

Cross-sector B2B/B2C strategy, creative direction, and brand design across digital and print:

Park Royal Hotels & Resorts: Directed META campaign 'Beyond the Destination' driving bookings and brand rejuvenation.

Pioneer Tower International: Full event brand for 'Wings of Change' 2024 Global Sales Meeting; signage and video direction.

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 across D2C, B2B, and Real Estate verticals.

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

Clients: Coca-Cola® USA, National Pork Board

- > Led national 'Real Magic' Shopper campaign and Experiential Activations for Coca-Cola®.
- > Directed multicultural social strategy for National Pork Board across AFAM audiences.
- > Contributed to internal culture through Peer-To-Peer Connects Program and DEI communications.

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

- > Fan-centric programming for Woodbridge Wines x MLB/NFL partnerships.
- > Awareness campaigns for ITG tobacco portfolio including Dutch Masters.

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

- > Led event activations; developed RFP responses for new business cross global services clients.

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

- > Produced winning proposals across Financial, Travel, and Entertainment verticals leveraging OOH and Experiential.
- > Developed branded content (Display, Social) for Experiential and Programmatic offerings.

CROSS-CHANNEL EXPERTISE

Branding > Systems, digital presence, packaging, events, loyalty. [Case Studies](#)

Event / Experiential > Activations, trade shows, sponsorships, VIP, mobile tours. [Case Studies](#)

Shopper Marketing > In-store, cross-merchandising, loyalty, interactive POS. [Case Studies](#)

Financial / Hospitality > Expedia, Citi AAdvantage, Orion Advisor. [Case Studies](#)

Real Estate / Luxury > 425 Park Ave, Ritz-Carlton Residences. [Case Studies](#)

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

