



MARC ALEXANDER VAZQUEZ

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I am a versatile, collaborative, and hands-on team player with a proven track record of developing impactful B2B2C strategies that truly resonate. I specialize in coordinating cross-departmental efforts to execute branded content and manage campaigns across omnichannels, sectors, and industries.

HANDS-ON SKILLSETS

Design: Branding Systems, Print/Digital Design, Key Visual Design, Interactive Display Creation, UX/UI Design

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

Strategy: Strategic Positioning, Marketing Planning, RFP Response, Research and Analysis, Client Services

Application Proficiency: Adobe Suite, Microsoft PowerPoint, Microsoft Office, Project Management platforms

360° EXPERIENCE

Communications Strategy & Design Consultant – Boca Raton, FL (5/23 – Current)

Privileged to be collaborating with client-partners and brands across multiple sector and industries on overall B2B/B2C strategies and design visualizations both online (Digital) and offline (Print) channels:

Park Royal Hotels & Resorts – Hospitality

Concept/Design/Strategy/Managed creative content for current META campaign 'Beyond the Destination' to drive bookings while rejuvenating overall branding and communications.

Pioneer Tower International – Wireless Infrastructure

Concept/Design Corporate Event; 'Wings of Change' 2024 Global Sales Meeting; Developed Event Branding, On-site Signage, and Video script/Direction.

Bishop-McCann – Event Management

Developed and Designed on-screen presentations for Expedia Group's EXPLORE 24, and managed all support design executions for McDonald's Presidents' Awards ceremony and Bishop McCann's internal BMC4M event.

ARW Home – National Property Warranty Provider

Expounding on ARW Home's master brand through defining purpose and translating motivations into value propositions from Customer Service to Direct-to-consumer (e-commerce/social) to B2B partners to Real Estate Territory Managers (Print Elements). Product Design (Branding, Website, etc)

Group Creative Director – UniWorld Group (Remote 1/22 – 4/23)

Clients; Coca-Cola® USA, National Pork Board

Managed creative executions for Coca-Cola® USA (Shopper/Experiential) and National Pork Board (Social)

- Launched 'Real Magic' national Shopper campaign and multiple Experiential Activations for Coca-Cola®

- Challenged to educate AFAM on the nutritional properties of Pork across relevant social platforms

- Proud member of the Peer-To-Peer Connects Program for new hires while supporting current teams

> Assisted in developing portals and support communications to ground UWG's multi-cultural values.

Communications Strategy & Design Consultant – Agency Five Eighty (Remote 11/21 – 2/22)

Teamed up with Account teams and clients generating Shopper and Experiential activations, and Branding

- Created fan-centric programming for Woodbridge Wines partnerships with MLB and the NFL

- Developed promotions and awareness campaigns for ITG portfolio of tobacco brands; Dutch Masters, etc.

Creative Director – Multi Image Group Boca Raton, FL (9/20 – 10/21)

Collaborate across multi-divisions from Account Directors, Producers and Technical Directors in developing impressionable in-person and virtual activations and, RFP response for new business acquisitions.

- Ideated programs & designed key visualizations for Direct Service Associations and global services clients

Creative Director / Marketing – Wilkins Media New York City, NY (3/19 – 2/20)

Align with the Business Development division to develop effective RFP responses to ensure business winning proposals. As well as develop Wilkins Media's internal communications and brand identities.

- Produced proposals from Financial to Travel to Entertainment leveraging OOH and Activations offerings

- Developed and designed branded content (Display, Social, etc.) for Experiential and Programmatic offerings

Creative Director – Freeman XP New York City, NY (2/17 – 3/19)

Client; IBM Business Solutions

Collaborate across accounts and agency principals to develop opportunities and respond to RFP's.

- Developed experiential B2B activations for IBM Cloud Business Solutions, 'AGE OF AUTOMATION'

CROSS-CHANNEL MARKETING STRATEGIES

BRANDING

Enhanced brand motivations, visibility, and audience connections through initiatives developing branding systems, digital presence, product packaging, events, CSR efforts, and loyalty programs.

CASE STUDIES HERE >>

EVENT/EXPERIENTIAL

Initiatives include brand activation, mobile tours, conferences, trade shows, festivals, experiential marketing, community engagement, VIP experiences, retail activations, employee engagement, and sports sponsorships.

CASE STUDIES HERE >>

SHOPPER MARKETING

Shopper initiatives, including in-store promotions, cross-merchandising, loyalty programs, and interactive experiences, drive engagement at the point of sale, enhancing brand loyalty and boosting purchasing decisions.

CASE STUDIES HERE >>

Financial / Hospitality: First Capital Investments, Orion Advisor Solutions, Expedia Group, and Citi AAdvantage

CASE STUDIES HERE >>

Real Estate / Luxury: 425 Park Avenue, Ritz-Carlton Residences, and Diamonds International

CASE STUDIES HERE >>

NOTABLE MENTION

2007 EFFIE AWARD - Best New Product Launch

Schick Quattro for Women – “High Performance for Her” (Campaign Concept / Campaign Design)

2002 APMA GOLD - Best Art Direction

American Express BLUE Card – American Express Sueños En BLUE (Event Concept / Event Design)

AD CLUB CT GOLD/SILVER - Best Art Direction

Guinness (Diageo) – NTRA and Guinness Partnership (Visual Design)

EDUCATION

Pratt Institute, Brooklyn, NY – BA in Communication Design (3.7 GPA) – Full Scholarship

Massachusetts Institute of Technology (MIT) – Executive Certification in Digital Marketing Analytics