



Marcelo Vazquez

PROJECT DELIVERY MANAGER

Profile

I am an experienced team leader with a proven track record of rallying teams around a shared vision and bringing businesses online. I'm skilled in e-commerce, digital media and project management.

Citizenship

Dual Canadian-American citizen

I can work for any employer in the US or Canada.

Employment History

Delivery Manager, ORIUM

JANUARY 2021 – PRESENT

- Led implementation of scalable and modular commerce experiences for large businesses like Deckers Brands (Sanuk), OnLogic, and Altitude Sports while collaborating with best-in-class partners like commercetools, Elastic Path, Algolia and Content Stack.
- Managed project budgets exceeding \$2M, prioritizing goals and decisions to ensure successful outcomes.
- Managed a large, multinational, distributed team of developers, testers, and operations staff and coordinated their efforts to ensure successful project completion.
- Collaborated closely with clients, stakeholders, and internal teams to lead e-commerce site development ensuring alignment and successful execution.
- Regularly communicated project status and updates to senior management and stakeholders.
- Utilized an agile methodology to deliver customer-driven solutions.

Co-Founder, Marketing and E-Commerce Customer Success Officer, Discount Makeup, Winnipeg

JANUARY 2020 – JANUARY 2021

- Co-founded and built an online liquidation outlet for a market-leading discounter.
- Planned and established warehouse operations for a 5000+ SKU pick and pack operation with inventory management across e-commerce and marketplaces leveraging API and cloud services.
- Managed digital marketing and social media advertising, including Amazon marketplace.

Business Development Manager E-Commerce, The Northwest Company, Winnipeg

APRIL 2018 – APRIL 2020

- Led e-commerce project management for Northern Canadian Retail and the Caribbean markets.
- Led the digital transformation of Brick & Mortar business.
- Agile e-commerce project management.
- Business requirements documentation and process mapping.
- User experience documentation and design.
- Stakeholder leadership.

Details

Winnipeg
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Links

[Personal Site](#)

Skills

- JIRA
- Project Management
- Agile Software Development
- Digital Transformation
- E-Commerce
- Business Development
- Vendor Management
- Collaboration
- Business Requirements
- Risk Management
- Stakeholder Management
- Analytics
- Digital Marketing
- Art Direction
- User Experience Design (UX)

Languages

English

Hobbies

Photography, Fishing, Hiking,

- E-commerce roadmap development.
- Selected vendors, negotiated contracts and managed budgets.
- Led the validation of user stories, documentation and Jira logging of version releases.
- Reporting and analytics dashboarding using Google Analytics, Data Studio and Magento BI
- Developed Global Digital Business Roadmap.
- Developed B2B/B2C e-commerce roadmap and planned architecture to support digital transformations for businesses in Alaska, Canada, the Caribbean, and the Pacific, including the Cost U Less, Northern Stores, Valu Lots, Alaska Commercial Company and RTW BVI banners.
- Formed and staffed e-commerce department.
- Stakeholder management of multi-departmental workgroup including IS, Logistics, Accounting, Pricing, Order Management, Operations, Marketing and Legal.
- Vendor management including remote Magento e-commerce development team.

Director of Marketing and E-Commerce, Home Bistro Inc./Dinewise LLC, New York

JUNE 2013 – APRIL 2018

- Responsible for e-commerce website generating sales of \$3.5 million annually and IT project management.
- Led migration of business process from legacy ERP to NetSuite ERP.
- Responsible for marketing, business development, brand management.
- Responsible for digital marketing including email, PPC, SEO, SEM, social media and affiliate network.
- Managed PPC and SEM vendors for AdRoll, Google AdWords and Bing/Yahoo search networks.
- Reporting and monitoring using KISS Metrics, Hubspot, Google Analytics, AdWords and Facebook Ads Manager.

Director of Marketing and E-Commerce, Gaspard, Winnipeg

SEPTEMBER 2010 – FEBRUARY 2013

- Led design, development and project management of Gaspard.ca, Artneedle.com and Academus.com on SaaS platform.
- Led the design/development of Build-A-Grad graduation application including business analysis, UX design and project management.
- Responsible for project management and business strategy and brand management for Gaspard Corporate, Gaspard Academic, Gaspard Legal, Gaspard Religious, Gaspard (Puerto Rico), Artneedle Corporate, Artneedle Academic, Artneedle Religious, Academus, and De Lavoy
- Managed external vendors and provided art direction.

New Media Manager, Canada's History/The Beaver Magazine, Winnipeg

OCTOBER 2009 – MAY 2010

- Served as e-commerce business analyst and led design, development and project management of canadashistory.ca.
- Managed Canada's History e-commerce teams including four English and two Francophone staff.
- Provided project management and business strategy.
- Managed social media strategy for both Francophone and English communities.
- Managed the redevelopment of Canada's History brand guidelines and web/print application.

Multimedia Producer, Health Sciences Centre, Winnipeg

OCTOBER 2001 – JUNE 2009

- Management of Multimedia Department, including art direction and project management
- Produced and developed multimedia website for treatment of sleep disorders profiled in TIME magazine and NY Times for its success in helping treat patient's insomnia
- Produced and developed multimedia website to help treat diabetics
- Produced and developed multimedia diagnostic tool for skin disorders
- Produced and developed multimedia breast-feeding training tool - distributed worldwide

Education

Bachelor of Fine Arts, Arizona State University

JANUARY 1988