

# Marcelo Vazquez

DIRECTOR OF MARKETING AND E-COMMERCE

## Profile

Internationally experienced Team Leader, Project Manager and Marketer with a history of bringing businesses online and engaging customers with digital media. Analytical, creative and passionate with a proven ability to rally teams around a shared vision while delivering true business innovation & bottom-line success.

- Over Twenty Years of Experience in Project Management, Marketing, Design, Digital Media and Photography
- Demonstrated Ability to Lead Cross-Functional Teams and Liaise with Senior Management

## Employment History

### Delivery Manager, ORIUM Remote

JUNE 2021 – PRESENT

Led implementation of scalable and modular e-commerce experiences for large businesses like Deckers Brands (Sanuk), OnLogic, and Altitude Sports while managing a large, multinational, distributed team of developers, testers, and operations staff.

- Coordinated the team's efforts to ensure successful project completion and collaborated closely with best-in-class partners like commercetools, Elastic Path, Algolia, and Content Stack.
- Collaborated closely with clients, stakeholders, and internal teams to lead e-commerce site development, ensuring alignment and successful execution.
- Managed project budgets exceeding \$2M, prioritizing goals and decisions to ensure successful outcomes.
- Regularly communicated project status and updates to senior management and stakeholders.
- Utilized an agile methodology to deliver customer-driven solutions

Successfully delivered multiple high-impact e-commerce projects, exceeding client expectations and propelling business growth.

### 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.

- Developed a brand and Created a visual identity and design system.
- Planned and established warehouse operations for a 5000+ SKU pick and pack operation with inventory management across e-commerce and marketplaces.
- Managed digital marketing and social media advertising, including selling on Amazon marketplace.

Successfully launched and managed an online liquidation outlet, achieving rapid market penetration and significant revenue growth.

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

APRIL 2018 – APRIL 2020

## Details

Winnipeg  
Canada  
(204) 481-4494  
[marcelo@vazquez.ca](mailto:marcelo@vazquez.ca)

## NATIONALITY

Dual Canadian-American citizen  
eligible to work for any employer  
in the US or Canada.

## Links

[Vazquez.ca](http://Vazquez.ca)

## Skills

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

## Languages

English

## Hobbies

Photography, hiking, fishing

**Led e-commerce marketing and digital project management for Northern Canadian Retail and the Caribbean markets, spearheading digital transformation initiatives by introducing agile methodologies to accelerate project timelines.**

- Developed comprehensive e-commerce roadmaps to outline strategic objectives and initiatives, guiding the implementation of digital transformation initiatives.
- Implemented robust reporting and analytics dashboarding using tools such as Google Analytics, Data Studio, and Magento Business Intelligence to meticulously track project progress and performance.
- Successfully launched a Magento e-commerce store on time and within budget to cater to the needs of customers in the Canadian North, leveraging the strength of the Northwest Company's logistics network, thereby reinforcing the company's strategic position.
- Employed agile methodologies to ensure flexibility and adaptability in e-commerce project management, optimizing project timelines and outcomes.
- Managed vendor relationships, including vendor selection, contract negotiation, and budget management, to ensure successful project execution.
- Established and staffed an e-commerce department, recruiting and training talented professionals to drive digital innovation and growth.
- Managed stakeholder relationships across multi-departmental workgroups, fostering collaboration and alignment towards project objectives.
- Oversaw vendor management, including the remote Magento e-commerce development team, ensuring efficient collaboration and successful project outcomes.
- Utilized user-focused design methodologies to boost sales and fortify business presence in the Caribbean markets.

**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 consolidation and re-branding efforts for Dinewise and Home Bistro.
- Worked with Chef in recipe development, quality control, and product updates.
- Produced marketing copy, original product photography, and maintained website content.
- Designed graphics for website elements and promotional materials.
- Executed affiliate marketing initiatives and managed email marketing campaigns.
- Orchestrated SEM campaigns across platforms like Google AdWords, AdRoll, Facebook Ads, and Instagram Ads.
- Oversaw production of print materials including product catalogs and labels.
- Introduced CRM system to enhance customer experience.
- Managed social media presence and provided comprehensive e-commerce performance reporting for stakeholders.
- Successfully migrated brands to a SAAS Home Bistro website.
- Implemented OMS between WooCommerce and Oracle NetSuite.
- Oversaw website maintenance, backup, DNS, SSL, hosting, and continuous development.
- Led integration projects for order processing and telemarketing operations.

Achieved significant improvements in online sales and brand visibility through strategic digital marketing initiatives.

**Director of Marketing and E-Commerce, Gaspard, Winnipeg**

SEPTEMBER 2010 – FEBRUARY 2013

Responsible for business strategy, brand management, and art direction for 11 Gaspard brands across the US, Canada, and Puerto Rico.

- Developed marketing materials ranging from print to trade show booths and websites.
- Managed SEM and SEO using Google AdWords and Analytics.
- Managed customer engagement.
- Developed online and print advertisements, including targeted advertisements through Facebook Ads Manager.
- Achieved a 10% growth in sales from existing customers through the web enablement of the order process.
- Built and managed a retail e-commerce site that increased revenue by 35% over the prior site.
- Project management of the development of a B2B e-commerce site to support core business operations in Canada and the US.
- Successfully launched multiple e-commerce platforms, expanding the company's digital footprint and driving significant increases in online sales and customer engagement.

Successfully expanded the company's presence in the marketplace, increased the digital footprint and drove significant increases in online sales and customer engagement.

## **Education**

**Bachelor of Arts, Arizona State University**

JANUARY 1988

## **References**

References available upon request