

# Marcelo Vazquez

## 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, Toronto

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

JUNE 2020 – JUNE 2021

Co-founded and built an online liquidation outlet for a market-leading discounter.

- Developed a brand, 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 development, marketing, and digital project management for Northern Canadian Retail and the Caribbean markets, spearheading digital transformation with agile methodologies.**

- Developed e-commerce roadmaps to outline strategic objectives.
- Led the development of branding for e-commerce projects.
- Launched a Magento e-commerce store on time and within budget, leveraging the Northwest Company's logistics network and store operations.
- Implemented reporting and analytics using Google Analytics, Data Studio, and Magento BI.
- Employed agile methodologies for flexible and adaptable project management.
- Managed vendor relationships, including selection, negotiation, and budgeting.
- Oversaw remote Magento e-commerce development, ensuring efficient outcomes.
- Established and staffed an e-commerce department, recruiting and training professionals.
- Managed stakeholder relationships across departments, fostering collaboration.
- Utilized user-focused design to boost sales and business presence in 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.
- Successfully migrated brands to a relaunched/rebranded Home Bistro website.
- Implemented OMS between WooCommerce and Oracle NetSuite.
- Oversaw website maintenance, backup, DNS, SSL, hosting, and continuous development.
- Executed affiliate marketing initiatives and managed email marketing campaigns.
- Orchestrated SEM campaigns across platforms like Google AdWords, AdRoll, Facebook Ads, and Instagram Ads.
- Introduced CRM system to enhance customer experience.
- Managed social media presence and provided comprehensive e-commerce performance reporting for stakeholders.
- Produced marketing copy, original product photography, and maintained website content.
- Designed graphics for website elements and promotional materials.
- Oversaw production of print materials including product catalogs and labels.
- Worked with Chef in recipe development, quality control, and product updates.
- 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.
- Developed online and print advertisements, including targeted ads through Facebook Ads Manager.

- Managed customer engagement.
- Built and managed a retail e-commerce site that increased revenue by 35% over the prior site.
- Achieved a 10% growth in sales from existing customers through web enabling the order process.
- Project managed 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 its digital footprint, and drove significant increases in online sales and customer engagement.

## Education

**Bachelor of Arts, Arizona State University**

JANUARY 1988