



Marcelo Vazquez

E-COMMERCE, DIGITAL MARKETING & PROJECT MANAGEMENT

Profile

Dynamic digital leader with 20+ years of experience driving e-commerce growth and digital transformation. Proven track record of managing \$2M+ budgets and delivering 35%+ increases in online sales. Expert in agile project management, stakeholder communication, and leading cross-functional teams across multiple countries. Uniquely skilled in aligning technical solutions with business objectives to optimize digital operations and achieve sustained growth in complex digital landscapes. I'm a dual Canadian-American citizen eligible to work for any employer in Canada or the United States.

Core Competencies

- E-commerce & Digital Transformation
- Agile Project Management
- Cross-functional Team Leadership
- Stakeholder Communication
- Budget Management
- Digital Marketing & Strategy
- Customer Experience Optimization
- Data-Driven Decision Making

Employment History

Delivery Manager - E-commerce, Orium, Toronto

JUNE 2021 – AUGUST 2024

Oversaw the implementation of scalable and modular e-commerce experiences for major businesses, managing a fully remote, multinational team. Ensured on-time, on-budget delivery and provided regular reporting to stakeholders.

- As Scrum Master and project manager, facilitated key Agile ceremonies, including sprint planning, daily standups, backlog grooming, and retrospectives, ensuring team focus and addressing any impediments swiftly.
- Managed project budgets exceeding \$2M, coordinating efforts across departments and with external partners such as commercetools Elastic Path and Algolia resulting in high-impact e-commerce projects that exceeded client expectations.
- Led implementation for large businesses like Deckers Brands (Sanuk), OnLogic, Altitude Sports, DXL Group, and Cleveland Clinic, ensuring alignment with business goals and successful project completion.
- Communicated project status and updates regularly to senior management and stakeholders, contributing to continuous improvement in project management processes.

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

JUNE 2020 – JUNE 2021

Co-founded and led the digital transformation of a local discount makeup business into an e-commerce model during the COVID-19 pandemic, achieving rapid market penetration and significant revenue growth.

Details

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Links

Vazquez.ca

[LinkedIn](#)

Skills

Management & Collaboration
Tools: Jira, Trello, Basecamp, Confluence, Slack

E-commerce & CMS: Shopify, Magento, WooCommerce, BigCommerce, WordPress, AWS, PrestaShop

Digital Marketing: Google Ads, Meta Ads
Manager, Amazon Advertising, LinkedIn Advertising, Bing Ads, ExactTarget (Salesforce Marketing Cloud)

Email & Social Media Marketing: Klaviyo, HubSpot, Mailchimp, Sprout Social, Hootsuite

Analytics & BI Tools: Google Analytics, SEMrush, Lucky Orange, Kissmetrics, Google Data Studio

Design & Creative Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, Lucidchart, Balsamiq, Miro

CRM & Sales Tools: Salesforce, Zoho CRM, HubSpot CRM

Productivity & Office Software: Microsoft Office Suite, Google Workspace

Web Development: HTML/CSS, JavaScript

Video & Multimedia: Final Cut Pro

- Created a Shopify-based online store, DiscountMakeup.ca, and established a pick-and-pack dark store for managing over 5000 SKUs using SKU Vault. Leveraged API and cloud services to ensure seamless inventory management across e-commerce and marketplace platforms.
- Spearheaded brand development, marketing materials creation, and executed digital advertising campaigns on platforms like Facebook, Instagram, and Google Ads. This led to rapid market penetration and significant revenue growth.
- Managed digital marketing efforts and marketplace operations, including Amazon, to enhance brand visibility and customer engagement.
- Maintained a customer-first approach, overseeing customer service operations to ensure a positive shopping experience and high customer satisfaction.

Business Development Manager E-Commerce, The North West Company, Winnipeg

APRIL 2018 – APRIL 2020

Established and led the e-commerce department at The North West Company, with a primary focus on leveraging the company's extensive logistics network to introduce an e-commerce offering to the Canadian North.

- Expanded the department's scope to launch and manage e-commerce stores for other significant brands within the company, including Cost-U-Less, which operates in Hawaii, the South Pacific, and the Caribbean, and NWC Motorsports, one of Canada's largest motorsports dealerships.
- Managed stakeholder relationships across departments like IT, Finance, Logistics, Operations, and Store Operations, ensuring successful project delivery in a highly complex \$2 billion organization.
- Led the digital transformation managing the e-commerce roadmap, user experience design, business requirements documentation, and stakeholder leadership.
- Selected vendors, negotiated contracts, managed budgets, and led the validation of user stories, documentation, and Jira logging of version releases.

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

JUNE 2013 – APRIL 2018

I led the digital transformation and e-commerce growth of Home Bistro, managing all aspects of online marketing, product merchandising, and customer engagement. This included overseeing the development and maintenance of the e-commerce website, managing the budget, and reporting directly to the CEO and investors.

- Managed the online store's merchandising strategy, optimizing product listings to enhance user experience and drive sales.
- Captured high-quality product photography, ensuring a visually appealing and consistent presentation across the website.
- Managed the marketing and e-commerce budget, strategically allocating resources to maximize ROI while controlling costs.
- Led all email marketing campaigns, increasing customer engagement and driving repeat business through targeted messaging.
- Supervised a team, including direct reports, fostering a collaborative environment to achieve marketing and e-commerce goals.
- Directed all social media activities and digital advertising campaigns, including PPC, remarketing, and SEO, across platforms like Google AdWords, Facebook Ads, and Instagram Ads.
- Provided regular reports to the CEO and investors, offering data-driven insights and recommendations to guide strategic decisions.
- Played a pivotal role in driving significant growth, increasing brand recognition, and contributing to the successful sale of the company.

Director of Marketing and E-Commerce, Gaspard/Artneedle, Winnipeg

SEPTEMBER 2010 – FEBRUARY 2013

I led the strategic development and management of multiple e-commerce platforms, drove significant revenue growth, and spearheaded the rebranding and marketing efforts across 11 brands in the US, Canada, and Puerto Rico.

- Led the design, development, and project management of multiple e-commerce platforms, increasing revenue by 35% over the prior site and achieving a 10% growth in sales from existing customers through web-enabling the order process.
- Managed the business strategy, brand management, and art direction for 11 Gaspard brands, supporting business operations and leading company rebranding efforts.
- Directed the development of comprehensive marketing strategies and managed SEM and SEO campaigns, enhancing the company's presence in the marketplace.
- Coordinated the creation of marketing materials ranging from print to trade show booths and websites, ensuring consistency and brand alignment across all channels.
- Successfully launched e-commerce platforms that significantly expanded the company's digital footprint and drove substantial increases in online sales and customer engagement.

Manager New Media, Canada's National History Society, Winnipeg

OCTOBER 2009 – MAY 2010

Contributed to the comprehensive rebranding of "The Beaver" to "Canada's History" by leading the replatforming of the website, significantly enhancing digital engagement.

- Led the rebranding of 'The Beaver' magazine to 'Canada's History,' applying the new brand across the website and other marketing collateral, including print materials.
- Managed the redevelopment of Canada's History website within 6 months, fulfilling the requirements of a Canadian Heritage grant initially planned for a two-year cycle.
- Leveraged Agile and Kanban practices to streamline the project, ensuring timely delivery despite initial delays.
- Served as E-commerce business analyst, overseeing the design, development, and project management of the new website.
- Developed and produced a 360 video series to provide virtual networking opportunities, enhancing the magazine's digital offerings.
- Led the social media strategy for both Francophone and English communities, significantly boosting online engagement.
- Managed a team of three English and one Francophone staff, successfully executing the rebranding and website redevelopment. Multimedia Producer

Multimedia Producer, Health Sciences Centre, Winnipeg

JANUARY 2001 – JUNE 2009

Led the multimedia department, producing educational and training content that enhanced the centre's internal communications and educational resources, including a project featured in *Time* magazine for its success in reducing patient wait times and improving treatment outcomes for insomnia.

- Led the multimedia department, managing two staff members and overseeing all multimedia projects within the Health Sciences Centre.
- Produced and managed multimedia content for educational and training purposes, collaborating closely with medical professionals to ensure accuracy and effectiveness.

- Developed patient care, diagnostic, and treatment materials, including a multimedia self-treatment course for people with sleep disorders, a diagnostic tool for dermatologists, and breast-feeding training materials for new mothers.
- Created video content for internal communications, patient education, and public awareness campaigns, contributing to the centre's mission of enhancing patient care and staff education.

Education

Bachelor of Fine Arts, Arizona State University