

Marcelo Vázquez

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Dual citizen able to work for any employer in both the US and Canada

PROFILE

Experienced Digital Architect and Team Leader with a proven track record of driving businesses online and engaging customers through digital media. Skilled in UX, digital architecture, e-commerce systems, and planning. Analytical, creative, and passionate, adept at rallying teams around a shared vision to deliver innovative solutions and bottom-line success. Possess functional expertise in management, marketing, e-commerce, analytics, and market research, with a strong ability to lead cross-functional teams and collaborate with senior management.

PROFESSIONAL EXPERIENCE

Delivery Manager

Orium, Remote (2021 - Present)

- Spearhead implementation of scalable and modular commerce experiences using the best of breed in composable commerce solutions.
- Collaborate closely with clients, stakeholders, and internal teams to lead e-commerce site development and roadmap, ensuring alignment and successful execution.
- Champion projects from initiation to completion, collaborating effectively with internal and external stakeholders.
- Utilize strategic consulting expertise to prioritize project goals and budget decisions, leveraging risk management techniques for successful outcomes.
- Maintain strong relationships with internal teams and external customers, fostering collaboration among cross-functional teams.
- Continuously improve project delivery processes and methodologies for enhanced efficiency.

Co-Founder, Marketing and E-Commerce Customer Success Officer

Discount Makeup, Winnipeg (2020 - 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 North West Company, Winnipeg (2018 - 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.
- 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 (2013 - 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 (2010 - 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 (2009 - 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 (2001 - 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*

TECHNICAL SKILLS

- E-commerce/Web: Algolia, Contentful, commercetools, Magento, AWS, WooCommerce, Wordpress, Big Commerce, Google Analytics, Authorize.net, Shopify, ShipStation, SKUVault
- Design: Photoshop, InDesign, Acrobat Pro, Final Cut Studio, Lightroom
- Office: Word, Excel, Outlook, PowerPoint, Google Workspace
- Project Management: Jira, Slack, Miro, Visio
- Marketing: Google Adwords, Google Analytics, Facebook Ads, Exact Target, Sprout Social, HootSuite, Share A Sale, Mail Chimp, Hubspot, Google Data Studio

EDUCATION

- Bachelor of Fine Arts, Specialization in Photography and Video Arts, Arizona State University, 1988
- Regent's Art Scholarship awarded two consecutive years 1987 and 1988

BOARD MEMBERSHIPS AND AFFILIATIONS

- Past Director/Communications Chair, The Lake of the Woods District Property Owners Association
- Past Member, Research Advisory Council, The Heart & Stroke Foundation of Manitoba