

# Alex Vaz

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## Professional Overview

More than 17 years experience creating compelling marketing programs and designs for major and diverse brands such as Coca-Cola, Pepsi, Yahoo!, got2b, Confederação Brasileira de Futebol (CBF) and Children's Hospital Los Angeles. An energetic team player possessing the ability to multi-task in a fast-paced environment while paying strict attention to detail. Possess special interest in innovation, new product development and non-profit organizations.

## Career Development

### Senior Graphic Designer / Photographer

**Children's Hospital Los Angeles** • Los Angeles, CA • 05/2010 - Present

- Develop concepts for and design the hospital's visual media materials, including brochures, ads, pamphlets, flyers/fact sheets, newsletters, posters, vehicle wraps, logos, banners and website.
- Worked with the Creative Director to create and implement new hospital brand.
- Redesigned the hospital's website resulting in the site receiving a Gold Award from the International Academy of Visual Arts (2011 W3 Award).
- Created and developed online games featuring star players from the LA Lakers, LA Kings, LA Galaxy and LA Dodgers. The games received the 2011 PRism Award for the Sports Programs category.
- Collaborate with team members and key constituents to develop internal promotional campaigns, corporate initiatives, business presentations and proposals.
- Manage high volume and high profile projects of varying complexity while meeting deadlines and budget requirements.
- Brainstorm marketing and advertising strategies.
- Oversee ad hoc projects and provide graphic design and support for hospital executives and staff.
- Photograph patients, celebrities, events, architecture and surgical procedures for a wide range of marketing projects.

### Designer / Marketing Specialist / New Product Development

**Consultant** • Los Angeles, CA • 08/2005 - 05/2010

- Founded and developed SharkBreak.com, a corporate social responsibility marketing tool that was created to raise awareness for marine life conservation and ocean preservation, through a relaxing, creative, and fun online environment.
- Generated a system to develop relationships between organizations and corporations.
- Developed a social network marketing process that delivered more than 4.5 million visitors from 233 countries in just one year to SharkBreak.com. It was achieved without spending one dollar on advertising. The process positioned SharkBreak.com as one of the top 100,000 websites in the world (Source: Alexa.com).
- Restructured client brand positions in competing markets. Provided in-depth brand analyses and brand reorganization to reflect the company's new mission.
- Redesigned and rebuilt client websites, created sales collateral, designed brochures and packaging.
- Managed teams of up to five consultants per project.

### Co-Founder / Marketing Coordinator

**Neev LLC** • Los Angeles, CA • 10/2006 - 09/2008

- Created and developed Neev Enhanced Water. Responsible for brand marketing, market research and product positioning. Designed a unique bottle that received 97 percent customer acceptance based on market research.
- Identified international vendors and managed the process of importing the raw materials.
- Planned and executed quantitative and qualitative market research—documented, analyzed and implemented the results.
- Utilized bench marketing, street questionnaire, discussion panels with industry experts, and sample testing at Whole Foods store and other store locations.
- Coordinated all creative and promotional initiatives.
- Developed relationships with bottlers and vendors.
- Participated in the process of creating and developing the business plan and relationship with potential investors.
- Visited events and expos such as Natural Products Expo West.
- Created relationships with food and beverage distributors and stores such as Whole Foods and Mother's Market.

### Creative Director / Marketing Advisor

**Veritasiti Corporation (Current Attractions and PSVratings) • Los Angeles, CA • 04/2004 - 08/2005**

- Supported the development of the strategic business vision and branding for three companies.
- Participated in the rebranding of the three companies and created and implemented their new identity.
- Developed marketing strategies to support the sales staff and online marketing team.
- Sustained relevant market knowledge and trends to facilitate business development and operations.
- Managed all vendor relationships and recommended new ones as necessary.
- Designed promotional materials such as CDs, flyers, posters and premiums for PSVratings and Current Attractions.

### Designer / Marketing Specialist / Owner

**Prospect Design & Marketing Inc. • Los Angeles, CA • 01/2002 - 04/2004**

- Designed concepts for clients' promotional and advertising campaigns on the Internet, print and direct mail campaigns while following brand guidelines.
- Handled all the business processes and identified and managed all subcontractors and vendors.
- Responsible for new business development and marketing.
- Generated a new type of media for advertisement in trade shows and events – BackMedia.
- Based on a marketing research project, created a new concept to improve the gift certificate market share and increased brand awareness for major brands – MyGiftMoney.
- Received the Webmaster Award for exceptional graphics and unique and interesting content. Received the 2002-2003 Golden Web Award for Prospect Design & Marketing's website.

### Senior Art Director

**Interactive Studios (Chatables) • Los Angeles, CA • 09/1999 - 12/2001**

- Managed internal and external designers, illustrators and interns.
- Provided trade show support for the National Association of Business conference held in Las Vegas and created promotional materials for the release of a new satellite product at this show.
- Created and developed brand campaigns and websites for Fortune 1000 companies and start-ups.
- Led creative team in the design and development of all creative projects.
- Designed the interface and the content for ChatAbles (animated "smiley faces" for instant messengers), a new feature offered by Yahoo! Instant Messenger and released by PepsiStuff.com.

### Art Director / Sport Marketing Coordinator

**Traffic Sports Marketing • Rio de Janeiro, Brazil • 06/1997 - 01/1999**

- Created and designed the merchandising for Coca-Cola's marketing campaign in Brazil and France.
- Collaborated in organizing events/soccer games to promote Coca-Cola's marketing campaign in Brazil.
- Coordinated the Mangueira Samba School team to produce the promotional flag for Coca-Cola's marketing campaign. Effectively controlled costs through economical utilization of personnel, materials and equipment.
- Supervised the event in support of the campaign launch in Brazil - resulting in significant national and international media coverage.

### Education

- **Pontificia Universidade Catolica do Rio de Janeiro (PUC) • Brazil • 06/1997**  
Bachelor of Arts in Visual Communication
- **University of California, Los Angeles: UCLA Extension Program**  
Several classes in the Marketing Certificate Program
  - Invited to be a guest coach for the Consumer Behavior class.
  - Received the first place prize for a Niche Marketing Project from SeaWorld's marketing team.

### Additional Skills and Knowledge

- Expert in Adobe CS5 (Photoshop, Illustrator, Indesign, Dreamweaver, Flash and Fireworks) and Microsoft Office Suite. Experience using Basecamp and Microsoft Project. Skills in web development using PHP and HTML. Some knowledge in 3D Studios and Premiere. Proficient in Mac and PC platforms.
- Superior skills in Photography, Illustration and Sculpture.
- Fluent in Portuguese and conversational in Spanish.

References available upon request.