

ALEX VAZ

Websites: www.AlexVazOnline.com

SUMMARY OF QUALIFICATIONS

- Over 15 years experience in creating compelling marketing programs for major and diverse brands such as Coca-Cola, Pepsi, Yahoo!, Warner Bros, SAP and got2b.
- Trilingual with solid international marketing experience in implementing brand strategy, promotion, online marketing, CSR marketing, marketing research and marketing communication.
- An energetic, team player possessing the ability to multi-task in a fast paced environment while paying strict attention to detail.
- Special interest in innovation and new product development.

PROFESSIONAL EXPERIENCE

Consultant, Los Angeles, CA

August 2005 to Present

Creative Director / Online Marketing / New Product Development

- 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.
- Developed a social network marketing process that delivered over 4.5 million visitors coming from 217 different countries in just one year. It was achieved without spending one dollar on advertising.
- Positioned SharkBreak.com as one of the top 100,000 websites in the world (*Source: Alexa.com*).
- Generated a system for SharkBreak.com to develop relationships with organizations and corporations.
- Created and developed Kezumba.com, another Corporate Social Responsibility Marketing tool.
- Restructured client brand positions in competing markets. Provided in depth brand analyses and brand reorganization to reflect the company's new mission.
- Developed partnerships between brands.
- Revamp and rebuild client websites.
- Managed a team of consultants varying in size from 3 to 7 people per project.
- **Clients:** SharkBreak, SAP, Schwarzkopf /got2b/CitreShine, TechTransform, Nestegg, Universal Blue Corporation, Barcelona, Reverse Mortgage Monitor, TradePortal.com and SpeakTECH

Neev LLC, Los Angeles, CA

October 2006 to September 2008

Co-Founder / Director of Marketing

- Created and developed Neev Enhanced Water. Responsible for brand marketing, market research, and product positioning. Designed a unique bottle that received 97% customer acceptance on the marketing research.
- Identified international vendors and managed the process of importing the raw materials.
- Planned and executed quantitative and qualitative market research and 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 relationship with food and beverage distributors and stores such as Whole Foods and Mother's Market.

Veritasiti Corporation / Current Attractions / PSVratings, Los Angeles, CA

April 2004 to August 2005

Creative Director / Marketing Advisor

- Responsible for developing strategic business vision and branding for all three companies.
- Coordinated and managed resources in designing and implementing compelling consumer solutions.
- Developed marketing strategies to support the sales staff and online marketing team.
- Generated business proposals for innovative marketing concepts to promote PSVratings with major brands such as Blockbuster.
- Sustained current market knowledge and trends to facilitate business development and operations.
- Managed all vendor relationships and recommended new ones as necessary.
- Coordinated and led team efforts to develop promotional materials such as CDs, flyers and premiums, for PSVratings and Current Attractions.

Prospect Design & Marketing Inc., Los Angeles, CA

January 2002 to April 2004

Marketing & Creative Director / Owner

- Led creative strategies and design concepts for clients' promotional and advertising campaigns on the Internet, print and direct mail campaigns while following brand guidelines.
- Excelled in controlling costs and eliminating waste for each marketing project by 12%.
- Handled all the business bureaucracies 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.
- Developed and created an online Anti-Drug Campaign.
- Produced and worked on several photo shoots for clients.
- **Clients:** Aura Video Station, Apple Graphics, Valley Graphics, Traffic Sport Marketing, Chatables and Picotent

Interactive Studios / Chatables, Los Angeles, CA

September 1999 to December 2001

Senior Art Director

- Created and developed brand campaigns and websites for Fortune 1000 companies.
- Led creative and production teams in the design and development of every creative project.
- Implemented and developed ChatAbles (animated "smiley faces" for instant messengers), a new feature offered by Yahoo! Instant Messenger and released by PepsiStuff.com.
- Provided trade show support for the National Association of Business conference held in Las Vegas, NV, and created promotional materials for the release of a new satellite product at this show.
- Managed designers, illustrators and interns inside and outside of the office.
- **Clients:** Yahoo! Instant Messenger, Pepsi, Warner Bros. and ShowRunner

Traffic Sports Marketing, Rio de Janeiro, Brazil

June 1997 to January 1999

Art Director / Associate Marketing Manager

- Created and designed the merchandising for Coca-Cola's marketing campaign in Brazil and France.
- Collaborated in organizing the soccer game 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 for the release of the promotional flag in Brazil. The event generated a major return in national and international press releases.
- **Clients:** Coca-Cola and Brazilian Confederation of Soccer

EDUCATION

- **University of California, Los Angeles: UCLA Extension Program** **In Progress**
Professional Designation in Marketing
Invited to be a guest coach for the Consumer Behavior class at UCLA Extension
- **Pontificia Universidade Catolica do Rio de Janeiro – Brazil** **June 1997**
Bachelor of Arts in Visual Communication

AWARDS

- **March 30, 2005** – Received from **the SeaWorld Marketing Team** the first place prize for a Strategic Marketing Project at UCLA Extension – Niche Marketing.
- **April 7, 2002** – **The Webmaster Award** for exceptional graphics as well as unique and interesting content for Prospect Design & Marketing website.
- **April 23, 2002** – **2002-2003 Golden Web Award** by the International Association of Web Masters and Designers for Prospect Design & Marketing website.

ADDITIONAL SKILLS AND KNOWLEDGE

- Expert in Photoshop, Freehand/Illustrator, QuarkXpress, InDesign, Dreamweaver, Flash, Fireworks, Encore DVD, Word, Excel, Project Management Tools and PowerPoint. Some knowledge in 3D Studios and Premiere.
- Skills in web development using PHP and HTML.
- Proficient in Mac and PC Platforms.
- Superior skills in Photography, Illustration and Sculpture.
- Fluent in Portuguese, conversational in Spanish and studying French.