

Alex Vaz

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Profile Summary

Sales and Business Development

Highly motivated sales and business development professional with a deep-rooted passion for technology and innovation. Vast experience in delivering strategic brand awareness and growth solutions to local and global businesses. In-depth knowledge of developing and selling new products and services concepts, collaborating with cross-functional teams, and launching high-performance marketing campaigns across diverse market segments. A creative professional who can prioritize time, manage concurrent projects, and thrive in fast-paced work environments. **Multi-lingual (English, Spanish, and Portuguese) with multi-cultural experience.**

Sales Strategy | Account Management | Presentations and Proposals | Client Satisfaction and Retention | Outside and Inside Sales
Public Speaking | Problem-Solving | Marketing Strategy | Partnerships | Excellent Written and Verbal Communication Skills

Select Accomplishments

Sales

Sold marketing and business development consulting services locally, nationally, and internationally for the last 3 years. **Achieved an average of 110% of sales goals every year.**

Presentation

Made over 200 Citadel pitch presentations to key influential people in the community, including the Cities of Santa Fe, Albuquerque, and Rio Rancho, and the State of New Mexico. **Had over 95% acceptance and support of the concept.**

Development

Cultivated relationships with beverage distributors, bottle and packaging suppliers, and Ayurveda Medicine manufacturers in India. **Helped decrease cost for the Neev Enhanced Water production by 15%.**

Innovation

Created an interactive backpack for trade show demonstrations that engaged the audience by providing live content in different areas of the event. **Increased brand awareness by up to 50%.**

Professional Experience

Marketing and Business Development

Consultant | Albuquerque, NM | 11/2017 - Present

Marketing and business development consulting, serving businesses, and nonprofit organizations.

Enhance business potential, market share; improve financial growth and ROI; achieving business goals and financial objectives. Seek sustainable and innovative approaches to develop new revenue streams.

- Conduct extensive market research throughout the life cycle of the business.
- Develop a situation analysis to assist in the execution of a strategic plan for the future of the business.
- Identify decision-makers and key influencers and build relationships while managing concurrent projects.
- Outreach to new prospects and follow up with leads and presentations.

Founder and Business Strategist

Citadel | Entrepreneurial Venture | Albuquerque, NM | 11/2018 – 03/2020

A Socioeconomic Platform that was developed to support social equity and promote economic sustainability.

Designed and developed a platform that utilizes a virtual currency and prosocial rewards to fill in the gap between the existent economic models and the real facts of social behavior, education, and the local economy.

- Created and developed the B2B Program to support and create opportunities for the local supply and demand chain.
- Made over 200 sales pitches to key influential people, including the State of New Mexico and major cities within the State.
- Formed an advisory team based on the specific needs to develop and launch the organization.
- Developed the financial projection and the implementation strategy relying on the Lean Startup methodology.

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Creative and Marketing

Children's Hospital Los Angeles | Los Angeles, CA | 05/2010 – 11/2017

\$800M children's hospital with over 300,000 patient visits per year; 5,000+ employees.

Lead the development of major marketing initiatives, including rebranding, advertising campaigns, website redesign, online marketing, roadshow presentations, publications, and high-level proposals.

- Oversaw website rebranding project; launched a full redesign within 4 months.
- Created proposals and marketing materials that helped secure \$100M in annual fundraising.
- Designed award-winning online campaigns; 30K online registrations in less than 2 weeks.
- Earned MarCom and Communicator Award for merit in marketing and communications.

Creative Director, Marketing Specialist and Account Manager

Consultant | Los Angeles, CA | 08/2005 – 05/2010

\$100K marketing and analytics consulting, serving multiple industries; 5 independent workers.

Restructured client brand positioning in competing markets. Provided in-depth brand analysis and reorganization to reflect the company's mission. Designed and developed diverse marketing materials.

- Developed an online marketing process that delivered more than 2M visitors to SharkBreak.com in 1 year.
- Positioned SharkBreak.com as one of the top 100,000 websites in the world (Source: Alexa.com).
- Innovated new traffic generation system that drove 15,000+ potential donors to the client website.
- Launched a campaign that helped Jimirock.com establish itself in the online education space in 4 months.

Co-Founder and Marketing Strategist

Neev LLC | Entrepreneurial Venture | Los Angeles, CA | 10/2006 – 09/2008

Seed-funded water distributor delivering immunity-combating beverages to health-conscious consumers; 4 employees.

Co-created and developed Neev Enhanced Water. Participated in business plan development and fundraising. Coordinated all creative and marketing initiatives.

- Conducted competitive analysis and primary market research to define the target market in 30 days.
- Secured vendor relationships in India; decreased production costs by 15%.
- Cultivated relationships with beverage distributors such as Whole Foods and Mother's Market.
- Engineered an innovative bottle design; achieved 97% customer acceptance in testing.

Education and Certifications

- **Bachelor in Visual Arts and Design**, Pontificia Universidade Catolica, Rio de Janeiro, Brazil
- **HubSpot Sales Software Certification**, HubSpot Academy, Online
- **HubSpot Frictionless Sales Certification**, HubSpot Academy, Online
- **HubSpot Sales Enablement Certification**, HubSpot Academy, Online
- **HubSpot Inbound Marketing Certification**, HubSpot Academy, Online
- **Business Communications and Marketing**, University of California Los Angeles Certificate Extension, Los Angeles, CA
- **Master Remote Work Professional**, Utah State University Certificate Extension, Online
- **Basic Economic Development Course**, International Economic Development Council, Silver City, NM

Proficiencies

- **Soft Skills:** Emotional Intelligence, Critical Thinking, Problem-Solving, Entrepreneurial Spirit and Teamwork
- **Technical Skills:** Mac and PC platforms; **Expert** in Microsoft Office Suite (Outlook, PowerPoint, Word, and Excel), Adobe CC (Acrobat, Photoshop, Illustrator, InDesign, Lightroom, Muse, Dreamweaver, and Flash), Google Apps (Google Drive, Google Hangouts, and Google Calendar), HubSpot, Zoom, Skype, Slack, Constant Contact, Mailchimp, Workfront DAM, YouTube Live, Facebook Live, Dropbox, One Drive, and Wix; **Competent** in Quickbooks, Basecamp and Microsoft Project; **Some knowledge** in 3D Studios, AutoCAD, WordPress, PHP and HTML
- **Extra Skills:** Guided Meditation, Arts and Invention