

Alex Vaz

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Profile Summary

Marketing and Business Development

Enthusiastic marketing leader with a deep-rooted passion for innovation and business development. Great experience in delivering strategic brand awareness and growth solutions to local and global businesses. In-depth knowledge of developing new product and services concepts, collaborating with cross-functional teams and launching high-performance campaigns across diverse market segments. A versatile creative professional who can manage concurrent projects and thrive in fast-paced work environments. National and international experience.

Marketing Strategy | Business Development | Strategic Partnership | Networking | Marketing Campaigns | Creative Direction
Marketing Materials | Corporate Branding | Re-branding | Digital Marketing | Corporate Social Responsibility | Innovation

Select Accomplishments

Rebranding

Developed key marketing materials as part of Children's Hospital of Los Angeles rebranding project. Successfully repositioned a 100-year-old brand into **one of the most recognized children's hospitals in the country.**

Product Development

Developed a widget-based social media marketing engine for SharkBreak.com. **Generated 4.5 million visitors in 233 countries in just 12 months.**

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%.**

Presentation

Developed a road show presentation for the Center for Personalized Medicine at the Children's Hospital Los Angeles. **It helped secure \$50M hospital investment.**

Professional Experience

Marketing and Business Development

Consultant | Santa Fe, NM | November 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 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 creation of a strategic plan for the future of the business.
- Establish marketing strategy and materials to support business development.
- Network with other business people; establish a support group.

Creative and Marketing

Children's Hospital Los Angeles | Los Angeles, CA | May 2010 - November 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, road show presentations, publications and high-level proposals.

- Oversaw website rebranding project; launched 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.

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Creative Director, Marketing Specialist and New Product Development

Consultant | Los Angeles, CA | August 2005 - May 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 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 | Los Angeles, CA | October 2006 - September 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 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

- Bachelors of Visual Arts and Design, Pontificia Universidade Catolica, Rio de Janeiro, Brazil
- UCLA Certificate Extension, Business Communications and Marketing classes

Proficiencies

- Expert in Adobe CC (Photoshop, Illustrator, InDesign, Lightroom, Muse, Dreamweaver, and Flash), Microsoft Office Suite (PowerPoint, Word and Excel), Keynote; Mac & PC platforms
- Professional in Workfront and WebDAM
- Competent in Basecamp and Microsoft Project
- Some knowledge in 3D Studios, AutoCAD, PHP and HTML
- Fluent in Portuguese and conversational in Spanish
- Public speaking
- Guided meditation