Vince Calez

Versatile digital marketer with 9+ years experience developing high-growth, multi-channel campaigns and strategies. Passion for user experience, conversion optimization, and delivering a brand promise.

Experience

BARNIE'S COFFEE & TEA CO.   ORLANDO, FL
Director of Ecommerce   *Feb 2019 - Present*

• Increased total revenue 27% with growth in all acquisition channels.

• Grew Amazon FBA revenue 208% by optimizing pricing and product listings.

• Reduced paid social cpc (conversion) 40% by creating lookalike audiences.

BARNIE'S COFFEE & TEA CO.   ORLANDO, FL
Ecommerce Marketing Manager   *Feb 2018 - Jan 2019*

• Achieved 15% return customer rate growth by personalizing reward program.

• Redesigned website leading to 13% increase in conversion rate.

• Reduced PPC agency fees by 150% while maintaining search revenue.

TUPPERWARE BRANDS   ORLANDO, FL
Supervisor, Digital Marketing & Social Media   *Jan 2017 - Dec 2017*

• Responsible for Tupperware.com strategy and continued development.

• Produced double-digit social engagement growth by building content teams.

• Produced over 3 million branded social impressions at 3-day conference.

TUPPERWARE BRANDS   ORLANDO, FL
Interactive Marketing & Analytics Specialist   *Aug 2013 - Dec 2016*

• Designed and presented monthly analytics report to company executives.

• Grew social channels to 300k followers and 2.7 million monthly impressions.

• Created blog.tupperware.com (Wordpress) to support social/SEO strategy.

TUPPERWARE BRANDS   ORLANDO, FL
Web Content Specialist   *Jan 2011 - Jul 2013*

• Developed website content strategy to support 30% revenue growth.

• Produced above industry average email click-through and open rates.

Contact

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Tools

Google Analytics

Facebook Ads Manager

Adobe Photoshop, Illustrator, XD

Google Ads

Shopify

Mailchimp

Webflow

Wordpress

Education

UNIVERSITY OF TOLEDO
TOLEDO, OH

Bachelor of Business Administration

Aug 2003 - May 2009

Double major in E-commerce and Information Systems