

CARLOS VASQUEZ

PROJECT MANAGER · CREATIVE OPERATIONS · PRINT & PACKAGING

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SUMMARY

Bilingual project manager, over a decade making cross-functional work ship on time across operations, marketing, and creative production. Most recently that's been packaging and branding for outdoor and lifestyle brands like HOKA, Patagonia, and Stio: scope, schedule, proofing and compliance routing, color and pre-press, vendor and factory coordination, and the operational glue that keeps a schedule intact. Strong in process design, workflow automation, and turning messy systems into repeatable ones.

Before creative operations I built a marketing-analytics function from scratch (GA4, GTM, Looker Studio) and ran multi-team operations in a regulated aviation supply chain. Signavero is a product I build and run on my own time.

EXPERIENCE

Founder January 2026 — Present

Signavero · Ventura, California

Designed and built a signage-program product end to end: a client gets an itemized quote, signs it, and pays the deposit from a single emailed link. Product, marketing, analytics, lead generation, and payments — all mine, live at signavero.com.

- Owned go-to-market end to end. Market and competitor research set pricing and channel; I held ad spend until conversion tracking and unit economics checked out, running free trade outreach first.
- Built a lead-generation engine that sourced and fit-scored 2,389 sign shops across 124 metros, screened out competitors, and verified ~310 outreach-ready contacts — each with a personalized opener — feeding a deliverability-managed cold-email sequence.
- Shipped the full marketing side solo: a ~200-page SEO site (per-state, city, and capability pages) instrumented with GA4 / GTM / Search Console, plus a paid-search launch kit. One funnel, first click to signed quote.
- Built and shipped the full stack solo (Next.js, TypeScript, Stripe); the quote-to-payment path runs unattended.

Project Manager, Creative Operations September 2023 — December 2025

Image Source · Ventura, California

One seat, two jobs — project manager and working prepress designer. I managed the workflow and prepped the files inside it. Led the full lifecycle of large-format print, packaging, and branding projects for outdoor and lifestyle brands (HOKA, Patagonia, Stio, Urbane Café), running up to 30 concurrent projects across 8 brand accounts, with individual budgets up to \$200K.

- Ran creative routing across pre-press, proofing, compliance, and install for the six to seven brand campaigns in flight in a typical week, keeping production-ready files moving with art directors and production teams.
- Delivered 100+ retail POP units per year for national retail accounts.
- Built an internal project-management tool that eliminated double and triple data entry across prepress, proofing, and install handoffs — cutting manual work and transcription errors and keeping project data consistent across teams.
- Developed custom ordering portals that standardized specs and simplified multi-location reorders for national retail accounts, reducing spec back-and-forth.
- Owned color management, pre-press optimization, and on-site press checks across substrates: retail environments, signage, trade show, and fine-art deliverables.

Marketing Manager June 2021 — September 2023

Kanaph Aircraft Supplies · Remote

Owned digital marketing analytics end to end: built the GA4 + GTM stack from scratch, mapping 40+ custom event tags with full funnel data validation.

- Ran an A/B testing program on paid ads and landing pages that lifted sign-up rates 24% and improved conversion 18%.
- Lowered customer acquisition cost 15% through ROAS-driven media planning and creative iteration with design and copy, averaging 4.5x ROAS on paid channels.
- Built automated Looker Studio and Sheets dashboards adopted into weekly leadership reviews, saving the executive team 6+ hours of manual reporting a week.

2020 — 2021: COVID grounded aviation. Spent the year studying marketing analytics — which became the next role.

Operations Manager December 2015 — May 2020

Eagle Support · United States

Ran day-to-day logistics across 3 cross-functional teams during a high-growth period: scaling department capacity, owning the operational budget end to end, and standing up the SOPs and KPI tracking that held workflow integrity as the team expanded.

- Scaled department capacity to support a 140% increase in order volume.
- Owned a \$3.5M operational budget end to end, sourcing and negotiating contracts with domestic and international vendors and capturing 12% in annual procurement savings.
- Wrote 15+ SOPs and onboarding playbooks that cut new-hire time-to-productivity 35%.
- Tracked operational KPIs weekly (capacity, cost-per-job, error rate), holding a 97.8% on-time delivery rate and bringing warehouse fulfillment errors below 1%.
- Managed compliance and legal routing for aviation parts procurement; overhauled inventory control and lifted inventory accuracy to 99.5%.

SELECTED PROJECTS

- **Woven Grove Therapy** — www.wovengrove.com
Brand & Web · 2025–Present. Built a new private practice's client-acquisition path solo: positioning and brand voice, an editorial Next.js site, local search, and a free-consultation funnel.
- **b.well Connected Health** — www.icanbwell.com
Positioning · 2024–2025. Vertical-segmented positioning for an enterprise digital-health platform selling to four very different buyers (health plans, health systems, life sciences, consumer) from one product.
- **Lighthouse AI** — www.carlosvasquez.me/lighthouse
Data Pipeline · 2026. Designed, QA'd, and now run an autonomous data pipeline: eight public sources, deduplicated and validity-checked before scoring, self-supervising for under \$2 a month.

SKILLS

Project & Program Management: End-to-end lifecycle delivery, scope and budget management, timeline and milestone planning, capacity planning, vendor and stakeholder coordination, risk identification, status reporting, cross-functional team leadership.

Creative & Production Operations: Large-format print, packaging and branding, traffic management, prepress / RIP / press workflow, color management and systems, proofing and press checks, substrate and material compatibility, retail environments and signage, trade show and event production.

Marketing & Analytics: Google Analytics 4 (GA4), Google Tag Manager (GTM), Looker Studio, A/B testing, conversion and funnel analysis, ROAS / CAC optimization, dashboard design.

Operations: SOP and playbook design, workflow optimization, vendor management (domestic and international), compliance and legal routing, inventory and capacity planning, KPI tracking, process automation.

Tools & Platforms: Adobe Creative Suite (Illustrator, InDesign, Photoshop; working proficiency), Asana, Trello, Airtable, Google Workspace, Microsoft Office (Excel), custom web portals, AI-assisted QA and automation tools.

Languages: English (native / fluent), Spanish (native / fluent).

For more visit: www.carlosvasquez.me/portfolio

References available on request.