MARIO G. VACHA

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MARKETING MANAGER

KEY ACCOUNT GROWTH | CHANNEL MARKETING | SALES ENABLEMENT

PROFESSIONAL PROFILE

Marketing and commercial leader with 20+ years of experience connecting marketing strategy to sales execution and business growth. I've worked both sides of the revenue equation — building the marketing programs and, earlier in my career, running the commercial organizations those programs were meant to support. My background covers general management, business development, distributor and customer relationships, go-to-market strategy, product launches, sales enablement, integrated marketing, and hands-on digital execution. Along the way, I've built distribution channels, supported multimillion-dollar annual sales, and turned business priorities into marketing programs that give sales teams real opportunities to work with.

VALUE PROPOSITION

- Commercial Leadership — General management and business-development background covering P&L, sales, strategic account planning, distributor development, pricing, vendor relationships, and multimillion-dollar annual revenue.
- Marketing + Sales Connection — Experience turning commercial priorities into positioning, go-to-market programs, sales collateral, integrated communications, digital campaigns, and customer-facing marketing support.
- Hands-on Execution — Personally executes across web, SEO, analytics, paid media, content, email, social, Adobe Creative Cloud, photography, and video while coordinating stakeholders and outside resources.

CORE COMPETENCIES

Key Account & Channel Marketing • Sales Enablement • Commercial Growth • B2B Marketing • Integrated Marketing • Go-to-Market Strategy • Business Development • Distributor & Channel Development • Product Positioning & Messaging • Strategic Account Planning • Demand Generation • Marketing Communications • Digital Marketing • Campaign Analytics • GA4 • Google Ads • LinkedIn Ads • Email Marketing • HubSpot • WordPress / Elementor • SEO • Adobe Creative Cloud • Vendor Management

PROFESSIONAL EXPERIENCE

ACI MECHANICAL INC. | Ames, Iowa

Marketing Manager | May 2022 – Current

- Reported directly to the President and owned day-to-day marketing strategy and execution for a $50M+ mechanical contractor serving commercial and industrial construction markets.
- Planned and ran integrated B2B marketing communications across web, email, social, digital, and print, supporting brand visibility, sales activity, recruiting, and overall business growth.
- Created sales enablement and customer-facing materials, from brochures and proposals to RFP/RFQ materials, newsletters, and print and digital advertising.
- Rebuilt the company's digital ecosystem with conversion in mind, increasing search visibility 5x, generating 54K impressions, and helping drive a 4x increase in inbound traffic.
- Ran Google Ads and LinkedIn Ads campaigns, handling targeting, creative, landing pages, and performance review.
- Took ownership of technical SEO, website architecture, and content optimization, using GA4 and Screaming Frog SEO Spider to keep finding new opportunities.
- Built recruitment marketing campaigns that lifted applicant flow for hard-to-fill skilled-trade roles by 40%.
- Shot and produced most of the company's photography, video, and design work in Adobe Creative Cloud, covering major commercial and industrial projects.

RMSTUDIO CORPORATION | Miami, Florida

Marketing & Creative Business Development | March 2016 – March 2022

- Delivered marketing programs, web projects, and creative campaigns for a mix of B2B and consumer clients.
- Took ownership of website projects from concept to launch, including sites for Aro Robotics, Axis Therapy Inc., Food Fair Fresh Market, and Price Choice Food Market.
- Built and ran Fast2Press, a WooCommerce storefront, overseeing everything from product setup to the customer journey and day-to-day operations.
- Created social content for client campaigns and worked across teams to shave three days off project turnaround and lift operating margin by 14%.
- Used client relationships and market insight to spot new revenue opportunities, contributing to a 15% improvement in customer satisfaction.

CINDU USA Roofing Company | Miami, Florida

General Manager / Business Developer | March 2011 – April 2016

- Led U.S. business development, marketing strategy, channel development, and vendor relationships, keeping market strategy tied directly to sales execution and revenue goals.
- Built a distribution network spanning 17 locations, including ABC Supply and Gulf Eagle Supply.
- Worked hand-in-hand with distributors and sales channels to identify opportunities and support market expansion.
- Backed product launches with positioning, pricing, technical product information, and distributor communications.
- Delivered multimillion-dollar annual sales with steady year-over-year growth for three straight years.
- Negotiated domestic and international vendor agreements and managed the annual business plan.

CINDU MEXICO & ANDINA Roofing Companies | Mexico / Andean Region

General Manager / Business Developer | August 1997 – December 2010

- Handled general management, marketing, sales, business development, strategic planning, and P&L across Mexico and the Andean region.
- Built distributor networks and commercial relationships across multiple markets, always looking for the next growth opportunity with customers, suppliers, and partners.
- Launched new product lines end to end — positioning, branding, go-to-market strategy, technical product information, and sales collateral.
- Kept growth going for a full decade while lifting profit margin by 15%.
- Managed a team of 35+ employees, overseeing strategic account planning, sales activity, and business development.
- Negotiated SAP licensing across five Latin American markets and led the SAP implementation for CINDU Mexico.

EDUCATION & CERTIFICATIONS

- Universidad de La Sabana | Social Communication | 1988–1991
- Digital Marketing Certification (2026) – HubSpot
- AI for Creative Marketing (2023) – LinkedIn Learning
- Certificate in Branding Management (2022) – University of London
- Certified Business Negotiator (CBN) (2022) – Management and Strategy Institute

LANGUAGES

English | Spanish