

Eva Marie Vargo
Vargo Marketing & Design, Fallbrook, CA
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Areas of Expertise

Graphic Design • Creative Direction • Marketing/Promotions • Copy Writing
Public Relations • Print Production/Production Management • Presentations
• Trade Show Coordination • Team Management • Client Relations

Feb 2003 to present Vargo Marketing & Design (San Pedro,CA, 2003-2007-San Diego, CA 2007-2012-Fallbrook,CA 2012 to present)

Owner/Creative Director/Graphic Designer/ Marketing Consultant

- Provide creative concept, copy and design for various collateral materials, brochures, catalogs, print ads, newsletters, seminar materials, booth design and various promotional materials.
- Event planning
- Business development
- Prepare proposals and rationales
- Provide marketing and promotional consultation
- Supervise print production/press checks-mechanical through final product
- Direct/supervise photo shoots
- Web Design

Accounts: Rams Glen, Inc., Bellah Business Services, Ma Griffe Galerie, ULearn.Com, Defense Contract Management, a-Name-ation.com, Var Gogh Originals

May 2007 to April 2008 RR Donnelley Financial Services Group (San Diego, CA)
Operations Planner/Print Production (Financial Printing Division)

- Oversee print production of quarterly, semi-annual and annual reports and prospectuses
- Press checks and quality control throughout the run
- Generate job tickets/printing and delivery instructions
- Supervise workflow with on-time tracking of jobs in process– file-in, press, bindery, shipping and dock delivery
- Maintain a sample library
- Prepare final billing

Clients: Franklin Templeton, Bear Stearns, Aetna, Automobile Club of California, Morgan Stanley, and other Mutual Funds, Healthcare and Annuity Companies.

Aug 2004 to May 2007 RR Donnelley and Sons, (Torrance, CA)
Account Manager/Customer Service Rep (Catalog Magazine Division)

- Print Production/Management of 5 to 8 catalog and magazine titles simultaneously
- Ongoing client contact-schedule coordination
- Plan press (web) and bindery - generate job tickets/instructions
- Supervise work flow – file-in, press, bindery through mailing and shipping
- Manage outside vendors
- Prepare final billing

Managed the following titles: Gottschalks, AYSO-PlaySoccer, Relax the Back, Off-Road Adventures, USC Alumni Magazine, Cooking.com, Carvin Guitar

Jan 2000 to Oct 2002 Lockwood Design Group/PremiereGroup (Redondo Beach, CA)
Position: Creative Services/Production Manager

- Schedule production, supervise work flow-creative through print production
 - Prepare estimates and process final client invoices
 - Prepare production timelines/schedule and held weekly staff status meetings
 - Process and coordinate punctual delivery of 25+ projects simultaneously
 - Prepress review of all digital files and mark up of proofs
 - Proof all artwork for content, copy and print specs
 - Oversee and monitor all press checks maintaining strict quality control
 - Source, screen and supervise vendors for custom manufacturing of promotional items
 - Interface with vendors and negotiate all vendor contracts
 - Establish cost conscious and cost-effective production budgets
 - Maintain a good rapport and communicate well with the account and creative team
 - Implement an efficient job record filing system, production schedule and archiving system
- Accounts: Denny's Restaurants, Celebrity Sports, Bank of America, Countrywide, California Car Cover, Direct TV

Sep 97 – Jan 2000 Vargo Marketing & Design (Westwood, CA)
 Owner/Creative Director

- Provide creative concept, copy and design for various collateral materials, brochures, catalogs, newsletters, booth design and various promotional materials.
- Develop and maintain a solid client base
- Prepare all estimates, client briefs and proposals, and final billing
- Provide marketing and promotional consultation
- Supervise print production/press checks-mechanical through final product
- Supervise photo shoots

Accounts: DCMW (Defense Contract Management West), Human Factors Ergonomics, NANPA (North American Nature Photography Association, SSP (Society for Scholarly Publishing), AAPB (Association for Applied Psychophysiology and Biofeedback), Rams Glen, Inc., Financial Education Resources.

Apr 93 – Sep 97 Ocean Park Associates/Ocean Park Printing (Santa Monica, CA)
 Position: Project and Production Manager

- Coordinate projects and directed creative team
- Prepare estimates, coordinate and source all outside vendors.
- Supervise and manage all phases of print production
- Manage client accounts
- Provide creative concept—design/copy
- Prepare and present client presentations
- Supervise photo shoots
- Provide creative and marketing consultation

Accounts: Hearst Entertainment, IBM, Corp., Cedars-Sinai Health Systems, General Wax and Candle, KCRW Public Radio, Polygram Films, Stonefield Josephson, Italian Trade Commission.

Oct 90 – Apr 93 Bozell/Yuguchi – Yuguchi & Krogstad, Inc. (Los Angeles, CA)
 Position: Graphic Designer/Production Artist/Production Manager

- Schedule and maintain all phases of print production—creative through fulfillment
- Maintain production schedule and conduct weekly status meetings
- Interface with all vendors and negotiate vendor contracts
- Manage art and print production of several multilingual products
- Prepare estimates
- Establish production budgets
- Provide art direction and graphic design for various projects

Accounts: Rockwell International, Sega, Nutro Products, CalComp, Asics, Kawasaki, Clarion, St. Ives Labs, Iberia Airlines, Bank of LA, Archdiocese of Los Angeles.

Oct 87 – May 89 Allen Realty (Studio City, CA)
Position: Real Estate Agent

- Residential & commercial real estate
- Office Manager
- Community Public Relations Coordinator

Apr 79 – Sep 87 Sensations Unlimited, Inc. (Woodland Hills, CA)
Position: Owner/President

- Develop and market “The Original Spa Scent” product line - an original concept.
- Establish national & international retail/distributor network
- Develop and implement marketing/sales strategies and promotions
- Produce creative concept, copy and design, for packaging, collateral materials, brochures, POP, promotions, trade show booths, displays, mailers, print ads
- Write and produce advertising for print and TV
- Place ads in newspapers and national trade publications
- Maintain a manufacturing and distribution facility

Professional activities, achievements and awards:

Past Member of Toastmasters International and held offices on the club, area and district levels. Organized District conferences. As District Public Relations Officer successfully coordinated a major public relations effort to publicize the merits of Toastmasters in Los Angeles. Recognized as District Toastmaster of the Year. Editor of the District Newsletter and winner of Toastmasters Inc. Top Ten Newsletters worldwide. Assist in putting on speaking seminars. Comfortable speaking in public.

Past Member of the San Pedro Art Association and their Newsletter Designer and Editor .

Education: Bachelor of Arts in Graphic Design, University of Illinois

Languages: English, Polish

Computer Skills: Mac – Creative Suite 2017 - InDesign, Illustrator, Photoshop.
IBM –Word, Excel, Powerpoint,

Interests/Sports: Tennis, golf, skiing, yoga, hiking, swimming
Painting, sculpting, writing, piano, board games