

DAVARGO

Marketing • Branding • Design

David Vargo

Visit my online portfolio here: www.davargo.com • Dublin, OH 43017 • Phone: 954.931.0670 • E-Mail: david@davargo.com

GRAPHIC DESIGNER • MARKETING, BRANDING & CORPORATE, CREATIVE COMMUNICATIONS PROFESSIONAL

Background in:

- Performance Arts
- Google Analytics
- Social Media
- Client & Public Relations
- Adobe Creative Suite CC 2017 (InDesign, Illustrator, Photoshop, Dreamweaver, Muse, Fireworks)
- Team Management
- Microsoft Office Suite (Word, PowerPoint, Outlook, Access, Excel)
- Brand Development
- Writing
- Concept Development

Specialties:

- Graphic design
- Marketing communications and market research
- Branding
- Website development and social media maintenance
- E-communications
- B2B and B2C marketing and communications
- Project management
- Website management
- PR/media relations
- Community relations

Relevant Experience

Graphic Design Intern

Columbus Association for the Performing Arts

2016

Columbus, OH

- Designed and created Annual Report for Opera Columbus
- Designed and created programs for the Columbus Symphony Orchestra and the Columbus Symphony Youth Orchestra
- Designed and created theatrical posters for plays for CATCO
- Designed and created donor brochures
- Designed and created invitations
- Designed and created signs for the Riffe Center, Columbus, OH
- Interacted with developmental teams to devise and revise marketing collateral.

Freelance Designer/Marketer/Artist

DAVARGO Marketing Branding Design

2013–present

Columbus, OH

- Serviced multiple clients in design of advertising media and corporate collateral while attending classes at CSCC
- Consulted with international clients as far away as Russia and The Bahamas.
- Designed corporate collateral for both intermediary and end clients
- Supervised printing and production of large scale print media for trade shows and corporate award ceremonies

Director, Marketing Communications

Sunbound Destination Management & Special Event Production

2005–2014

Fort Lauderdale, FL

- Responsible for the design of all marketing collateral and fulfillment
- Coordinated projects including native advertising executions, conceptual mocks, email blasts, digital advertising units, and branded content
- Managed corporate communications campaigns to various internal and external audiences
- Evaluated and used reputable vendors to achieve high quality marketing and advertising collateral
- Directed design strategies, production and printing of advertising and marketing promotional campaigns, sales materials, and program/event collateral and signage
- Maximized media exposure
- Facilitated targeted marketing strategy
- Worked within budget constraints maximizing potential savings in all marketing expenditures

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Manager, Advertising & Creative Media **Pioneer Productions, Inc.** Special Event Production 2001–2005
Hallandale Beach, FL

- Successfully re-branded organization
- Revised and designed new marketing collateral and composed mission statement
- Implemented successful public relations strategy utilizing collaborative corporate activities
- Forged new relationships with corporate donors for charitable events
- Managed direct marketing campaigns
- Revised all written copy for contracts, proposals, and marketing collateral
- Formulated fully functional spreadsheets displaying accurate fiduciary disbursements
- Created innovative and unique slide show and video presentations for numerous clients and in-house purpose

Education

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|---|--|
| ■ FRANKLIN UNIVERSITY, Columbus, OH
Expected Graduation 2018 | B.S. Interactive Media |
| ■ COLUMBUS STATE COMMUNITY COLLEGE, Columbus, OH
Graduated December 2016 | A.A.S. Digital Design & Graphics
Summa Cum Laude |
| Society of the Compass Inductee 2017 | |
| ■ BROWARD COLLEGE, Fort Lauderdale, FL | A.A. Theatre |
| ■ ATLANTIC TECHNICAL CENTER, Coconut Creek, FL | Certification |
| ■ NATIONAL SHAKESPEARE CONSERVATORY, New York, NY | Graduate |
| ■ FLORIDA ATLANTIC UNIVERSITY, Boca Raton, FL | Faculty Scholar |

Organizations • Community Outreach • Volunteer Services

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| ■ Phi Theta Kappa Honor Society | Columbus, OH |
| ■ Catholic Charities, Archdiocese of Miami | Miami, FL |
| ■ HOPE South Florida – Center for the Homeless | Miami, FL |
| ■ Poverello Center Food Bank | Fort Lauderdale, FL |
| ■ Elder Services Resource Network | Davie, FL |
| ■ Palm Beach Coalition on Aging | West Palm Beach, FL |
| ■ Broward Coalition on Aging | Fort Lauderdale, FL |
| ■ Professional Resource Network | Broward/Palm Beach County |
| ■ Sunshine Community Foundation | Fort Lauderdale, FL |