

R O B E R T V E R G A R A , M S M A R K E T I N G + A R T D I R E C T O R

www.RobertVergara.net call **305.389.9385** email **vergarar@mac.com**

FIU Chapman Graduate School of Business, Master of Science in Marketing 2022

An experienced creative leader with over 20 years of advertising and publishing work, leading teams that produce editorial publications and marketing deliverables. I combine the latest digital marketing techniques with proven marketing and advertising principles to create value for companies and consumers.

Visit **www.RobertVergara.net**
or call **305.389.9385**

CERTIFICATIONS:

Lean Six Sigma Green Belt

Hootsuite Platform

SEM, SEO, PPC

Google Analytics Individual Qualification

GoogleAds Video

GoogleAds Search

Google Ads Display

Google Ads Shopping

Media Math Programmatic

Inbound Marketing

Content Marketing

Social Media Marketing

Email Marketing

ROBERT VERGARA , M S M A R K E T I N G + A R T D I R E C T O R

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Art Director | July 2003-Present

Life Extension Magazine—Ft. Lauderdale, Florida

Art Direction for *Life Extension Magazine*

Freelance Art Direction for clients: *HOME Miami*, UM School of Architecture

Art Director | July 2002-July 2003

OneWorld Design—Miami, Florida

Art Direction for clients: Giant Ahold/Martins, Kraft Foods, HSBC Bank

Freelance Design for clients: Publicis' Sanchez & Levitan

for clients: British Airways, Nestle-Carnation, Fleet Bank/Credit Cards

Art Director | December 2000-July 2002

Wilesmith Advertising—West Palm Beach, Florida

TV and Print Art Direction and Design for clients: Babor Cosmetics, Outback Steakhouse, Palm Beach Cultural Council, Fidelity Federal Bank & Trust, 211

Freelance Art Direction for clients: WCI Communities, Coverings Int'l.,

AMG Financial Group, Conese Aviation, Passwords Translation Services

Senior Art Director | February 2000-October 2000

Palm Beach Media Group—Palm Beach, Florida

Art Direction for *Palm Beach Illustrated*, *Palm Beach Charity Register*,

Naples Illustrated and *Turnberry Isle Resort and Club Magazine*

Art Director | January 1998-February 2000

MDS / ADS / Quanturo Publishing—Miami, Florida

Art Direction for *Florida International Magazine*, as well as

Art Direction and Design of Regional Advertising sections in

Vogue Magazine and *Architectural Digest Magazine*

Art Director/Designer | July 1996-December 1997

Adkins and Associates Advertising—Coral Gables, Florida

TV and Print Art Direction for clients: North Broward Hospital District,

St.Thomas University, Miami City Ballet, Hotel Intercontinental Miami,

Freelance Design for clients: Tinsley Advertising (Superclubs Resorts,

Lido Resorts, Breezes Resorts, Hedonism Resorts and Aguardiente Cristal)

Freelance Art Director | March 1995-July 1996

Miami Beach, Florida—Sony Music International, Disney Channel,

Mtv Latino (Compact Disc Art and Design)

Graphic Designer | January 1993-July 1996

Advertising Network—Miami Beach, Florida

Direct Mail Fashion Catalogs, US Clients: Spiegel, Newport News,

JRT, Nessen

AdNet Werbeagentur—Hamburg, Germany

European Clients: Otto Versand Main Catalog, Otto Extra, Class Fashion,

Fair Lady, Schwab, Post Shop, Coca-Cola Catalog

Photographer/Studio Manager | February 1992-December 1992

Downtown Photo Studios—Miami, Florida

Lifestyle, Portrait and Commercial Photography

Freelance Production Assistant | January 1990-February 1992

Visa Credit Cards, Lykes Hot Dogs, Black Passion Magazine,

Alamo Rent-a-Car

2022 Master of Science in Marketing, Florida International University

2020 Bachelor of Applied Science, Supervision and Management

Mac OSX: Tableau. Microsoft Office Word, Excel, PowerPoint.

WordPress. Adobe Creative Cloud InDesign, Photoshop, Illustrator,

Acrobat. Channels: Digital, Video, TV, Radio, Print

Certifications: Lean Six Sigma Green Belt, Google Analytics Individual Qualification, GoogleAds Shopping, GoogleAds Video, GoogleAds Search, GoogleAds Display, Media Math Programmatic, HootSuite, SEM, SEO, PPC, Inbound Marketing, Content Marketing, Social Media, Email Marketing
