**ruben nervegna**

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**ACHIEVEMENT-ORIENTED GRAPHIC DESIGNER / MARKETING SPECIALIST**

**Profile of Qualifications**

* Creative, passionate, dynamic, successful and results-driven Marketing and Business Development Professional with a demonstrated record of accomplishment of leading tactical market penetration, client relations and business expansion strategies to secure year-over-year revenue growth.
* Dedicated to maximizing profitability results through a proven ability to build lucrative, meaningful client relationships and building the brand.
* Eager to contribute advanced marketing talents toward optimizing the goals of a world-class employer poised for phenomenal growth.
* Proficient in CRM, Outlook, Word, Excel, Power Point, Access, QuickBooks, Adobe Photoshop, InDesign, Final Cut Pro, and Outlook.
* Fluent in English and Spanish.

**Core Competencies**

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| --- | --- | --- |
| * Expert at Building Brand Awareness * Great Business/Client Networking | * People Centric / Client Acquisition/Retention * Understanding of Competitive Landscape * Demonstrate Passion to Excel | * Strong Marketing Campaign Strategies Solutions Oriented Business Development * Online Advertising / Marketing Initiatives * Google AdWords Certified |

**Professional Experience**

**Valpak of Las Vegas, Las Vegas, June 2019 – Present**

**Marketing Specialist**

* Prepares work to be accomplished by gathering information and materials.
* Plans concept by studying information and materials.
* Illustrates concept by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
* Obtains approval of concept by submitting rough layout for approval.
* Prepares finished copy and art by operating typesetting, printing, and similar equipment; and purchasing from vendors.
* Prepares final layout by marking and pasting up finished copy and art.
* Completes projects by coordinating with outside art services, printers, etc.
* Contributes to team effort by accomplishing related results as needed.
* Prospect, Build and maintain long-term client relationships through on the street, telephone and internet business to business prospecting.
* Work with individual clients in developing, determining and implementing effective marketing plans which fulfill their advertising needs.
* Track a variety of data and reports accurately.
* Responsible for customer satisfaction, reaching sales and profit objectives and for managing client collections.
* Manage a wide variety of accounts to ensure continuous client satisfaction and expand business.
* Identify and implement sales and account development strategies in alignment with growth and volume targets.
* Source and secure new clients accounts.
* Create and deliver presentations tailored to individual needs.
* Develop business relationships that foster repeat business, referrals and continued account loyalty in the Las Vegas Market.
* Provide outstanding account service and support for current and prospective clients while building advertising awareness of availability of print and online products offered.

**Zip Code Magazines. Las Vegas, November 2017 – June 2019**

**Account Executive**

* Prospect, Build and maintain long-term client relationships through on the street, telephone and internet business to business prospecting.
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**Super Color Digital, LLC. Las Vegas, NV February 2016 - November 2017**

**Account Manager**

* Large format printing sales
* Develop client base in targeted market.
* Ability to manage accounts with the overseeing of multiple projects simultaneously
* Work with clients in creating, building, strengthening, and maintaining professional relationships.
* Work with clients to determine, understand, and transform client needs
* Work with Design department to accurately develop clients ideas and needs
* Proofread layouts for specifications and accuracy; edit and revise layouts as necessary; get approval for creative work from client
* Develop an understanding and working knowledge of product
* Follow the life cycle of the product from inception to installation
* Coordinate with production to ensure product is produced and installed per detailed instructions on Work Orders
* Provide updates in a timely manner to Client and research and resolve problems quickly and effectively
* Manage time and deadlines
* Work with Project Managers to secure proper job execution.

**Fusion Sign & Design, Las Vegas, NV 2015 - 2016**

**Sales Executive**

* Develop client base in targeted market.
* Ability to manage accounts with the overseeing of multiple projects simultaneously
* Work with clients in creating, building, strengthening, and maintaining professional relationships.
* Work with clients to determine, understand, and transform client needs
* Work with Design department to accurately develop clients ideas and needs
* Proofread layouts for specifications and accuracy; edit and revise layouts as necessary; get approval for creative work from client
* Develop an understanding and working knowledge of product
* Follow the life cycle of the product from inception to installation
* Coordinate with production to ensure product is produced and installed per detailed instructions on Work Orders
* Provide updates in a timely manner to Client and research and resolve problems quickly and effectively
* Manage time and deadlines

**Valpak of Las Vegas, Las Vegas, NV 2005 - 2015**

**Sales Account Executive**

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* Track a variety of data and reports accurately.
* Responsible for customer satisfaction, reaching sales and profit objectives and for managing client collections.
* Manage a wide variety of accounts to ensure continuous client satisfaction and expand business.
* Identify and implement sales and account development strategies in alignment with growth and volume targets.
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**Diamond Resorts International. Polo Towers, Las Vegas, NV 2004 - 2005**

**Timeshare Sales**

* Interview and tour couples (both owners and prospective owners) to determine their specific timeshare property needs.
* Respond to inquiries regarding available timeshare properties, their locations and features and benefits.
* Develop referrals or / and leads through client contact and cold calling activities and perform regular follow up activities.
* Fulfill clients’ requests regarding property pricing, property maps, descriptions and network information.
* Develop strategically layered questions to determine each client’s specific requirements.
* Schedule appointments with prospective clients and create and deliver timeshare property presentations to them.
* Provide clients with information on fixed ownership plans, factual ownership and point-based plans.
* Conduct and manage business transactions by thoroughly reviewing loan applications and financial documents.
* Formulate strategies to analyze problems and overcome timeshare management problems.
* Complete purchase summary worksheets and develop plans to minimize cancellations and provide comprehensive owner assurances.
* Explain the features, advantages and benefits of properties and advocate appropriate amount of points to accommodate both owners and prospective owners Provide clients with information of financing options and assist them in obtaining them.
* Create timeshare contracts and monitor them to minimize rescission decisions and ensure timeliness of closings.
* Ascertain that all correlating paperwork and documentation is completed within the provided timeline.

**Consorzio, Las Vegas, NV / Mexico 1999-2004**

**Event Coordinator**

* Coordinated events in conjunction with Corporate office located in Mexico the execution of large sales meetings from Major Corporations Mexican Clients hosting their events in Las Vegas
* Booked talent, including musicians, bands, magicians, props and Disc Jockeys.
* Visit venue to plan layout of seating and decorations.
* Schedule speakers, vendors, and participants.
* Coordinate and monitor event timelines and ensure deadlines are met.
* Point of contact for AV Company and DMC for transportation.
* Hire staff to manage the event.
* Traveled to Mexico 2-3 times per year

**Education & Experience**

* Bachelor’s degree in graphic arts and marketing from ENET # 15 Maipu Artes Graficas, Buenos Aires, Argentina/ Graduated December 1993
* 15 years of experience with graphic design, offset & large format printing

**Qualifications/ Skills**

* Strong graphic design skills
* Layout skills
* Analytical skills
* Creativity
* Flexibility
* Attention to detail
* Deadline-oriented
* Desktop publishing tools and graphic design software
* Acute vision
* Time-management skills
* Communication skills
* Handles rejection