

# JAMES VARGA

816 Dean Street, Apt. #2D | Brooklyn, NY 11238 | 415-517-3048 | james@jmsvrg.com

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## **PROFESSIONAL PROFILE**

- Knowledgeable, accomplished Marketing Executive with over ten years of experience developing consumer centric mobile and brand-driven solutions for major chain and specialty retailers, IT companies and Fortune 500 firms.
- Career history of evaluating business models, marketing plans, manufacturing processes and technical requirements, implementing procedural changes which have led to more than \$2 billion in sales across multiple categories.
- Track record of leading media production, brand strategy, product development and channel expansion for leading firms including Nokia, Home Depot, Ford, AT&T, Walmart, Disney, Target, Costco and the United States Military.
- Expert-level proficiency in Microsoft Office, Adobe Creative Suite, Final Cut Pro and After Effects, HTML, CSS and PHP

## **PROFESSIONAL EXPERIENCE**

### **SUPPER SYNDICATE, INC.**

*San Francisco, CA*

#### **Co-Founder**

*2012 - Present*

- Collaborate with founding team to develop all aspects of mobile sports application expected to launch nationally in 2014 via iOS and Android platforms.

### **GOJU LABS**

*San Diego, CA*

#### **Co-Founder/Advisory Board Member**

*2013 - Present*

- Provide business development, product positioning and branding strategy consulting to social marketplace platform start-up with release date scheduled for late 2013, recruiting and supervising graphic design and UI/UX design teams in preparation for launch.
- Contribute market insight and industry knowledge to create online and mobile features for retail and service provider allowing web-savvy consumers to obtain on-demand, discounted rates on curated products and services.
- Serve as interim Product Manager, working directly with founding team to clarify target audience and business goals.

### **MATCHBOOK CREATIVE, INC.**

*San Francisco, CA*

#### **Company Founder**

*2009 - 2012*

- Launched marketing agency specializing in integrated media and mobile applications for clients across both government and private sectors.
- Recruited and supervised teams of 10 contractors per project, ensuring compliance with budgets and specifications.
- Worked directly with military systems integrators throughout development and marketing of emergency communications system using cellular and satellite technology, incorporating video and mobile application for iOS.
- Devised material presented to Joint Chiefs of Staff of U.S. Military, generating positive feedback and securing funding.
- Served as producer, writer, director, editor and animator while supervising teams of camera operators, sound engineers, composers, voice talent, editors and freelance staff throughout productions.
- Led development of mobile applications for crisis management and emergency communications system, with target audience including military commanders with purchasing powers.
- Oversaw production of promotional video used by Nokia's global PR campaign for Ovi 'Appwizard' creation tool, generating nearly 1 million views, contributing to 20,000 new apps developed and over 100 million downloads.

### **ACME FURNITURE USA**

*San Francisco, CA*

#### **Vice President of Marketing**

*2007 - 2009*

- Contributed to launch of US division of furniture manufacturer throughout transition to direct supplier status.
- As key member of US business development team, oversaw major marketing, sales and branding initiatives.
- Placed major programs at Walmart, Kmart, Home Depot, Costco, Lowe's, Sears, Office Max and Office Depot, leading to \$15 million in business during first year and more than \$45 million in business in less than three years.
- Integrated U.S. customer service operations with overseas order fulfillment, establishing inventory management and tracking best practices which reduced customer store returns by 50% and led to \$800,000 in company savings.
- Recruited and supervised marketing managers, packaging and product designers, 3D modelers and freelance staff.
- Performed market research to inform development of sales collateral, identifying gaps in current market availability and incorporating findings in both merchandise and marketing plans.

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## **ADDITIONAL PROFESSIONAL EXPERIENCE**

### **TH.INC!**

*San Francisco, CA*

#### **Vice President Marcom/Brand Development**

*2004 - 2007*

- Served on Executive Management team of creative strategy agency specializing in delivery of comprehensive marketing and branding services, product-design and merchandising support for retail marketplace clients.
- Directed all phases of marketing initiatives for manufacturing clients and retail accounts valued at over \$80 million.
- Led staff recruitment and resource development throughout company expansion, from initial team of seven staff to training of more than 50 full-time employees and 20 freelance staff.
- Co-founded brand development division, implementing revenue streams and partnerships with global corporations.
- Oversaw relationships with high-profile and celebrity clientele including Disney, Ford Motor Company, Joe Boxer, AT&T, FUBU, Habitat for Humanity, Halle Berry and Sheryl Crow, with concepts placed at national retail chains.
- Managed brand development for Linens n' Things collection featured on Oprah, resulting in 600-SKU dedicated space across all retail locations nationwide and representing largest brand launch in retailer's history.
- Analyzed AT&T's licensed product assortment, providing recommendations on packaging and merchandising plans.
- Supervised team throughout analysis, planning and launch of new merchandise plans for AT&T, including design of product accessories, packaging and evaluation of over 60 SKUS.
- Contributed to development of licensed products which generated over \$100 million in sales annually for major retail clients including Walmart, Target, Sear's, Dillard's and Bed, Bath & Beyond.
- Managed new business development, overseeing licensing and contract negotiation with new and existing accounts.

### **Director of Marketing**

*2003 - 2004*

- Managed programs valued at up to \$90 million, developing and expanding brands, licenses, products and lines.
- Oversaw store audits, product marketing and account coordination for marketing strategy division, managed key client accounts with retailers including Mervyn's, Walmart and Target.
- Led market-week showcase consisting of 300+ designs, 50 samples and marketing initiative which generated more than \$38 million in rug sales for key client, representing a \$10 million increase from year prior.
- Facilitated marketing workshops and discussions for company executives, providing recommendations, strategies and information pertaining to diversifying from royalty based business models.
- Contributed to launch of Walmart's first year-round teen home program, NoBoundaries, and served as vendor's brand manager which grew to become \$100 million retail program.
- Coordinated product design and brand identity for Walmart's entire home textiles private label import business, preparing seasonal Global Development Packets released to vendors to ensure production consistency.
- Tracked product sales using industry-specific tool Retail Link, overseeing royalty reports and payment requests.
- Supervised marketing and design teams throughout development of deliverables for clients including product designs, brand development, presentations and technical specifications.
- Created conceptual designs, brand style-guides, sales and marketing tools, presentation decks and promotional videos.

## **EDUCATION**

### **UNIVERSITY OF ARKANSAS - Sam M. Walton School of Business**

*Fayetteville, AR*

Completed coursework in Marketing Management

*May 2002*

### **PALOMAR COLLEGE**

*San Marcos, CA*

Associates Degree - Biology

*May 2000*