

MARK VERGALITO

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OWNER:

- VERGALITO COMPUTER GRAPHIC DESIGN
- MARCO FOSSALTO PHOTOGRAPHY

My experience lends me the opportunity to do it all and get it done right the first time.



#ABOUT

My 25+ years of experience comes from starting in the newspaper industry. I moved on to pharmaceutical advertising as a studio artist. Learning everything that I could, I moved up to Studio Manager quickly, then Director of Graphic Services/Studio Director where I managed 20+ studio artists and ran 2 shifts to cover demanding workloads.

My previous position lended me the opportunity to do it all and get it done right the first time. On any given day, I could work on layouts, print mechanicals, illustrations, professional photography, high resolution photo retouching, disk releases, print production for complex projects and simultaneous rollout of large print and multimedia strategies, multimedia banner ads, web development including WordPress, HTML5/CSS3, and even forecast and manage information technology/infrastructure.



Currently I am assisting various studios in the pharmaceutical advertising industry with digital and print work projects. These assignments range from corrections/mechanicals/asset preps of websites and banner ads in Adobe XD to layout corrections/mechanicals/disk releases for various print materials in Adobe InDesign.

#CURRENT

FREELANCE PRODUCTION EXPERT

VERGALITO COMPUTER GRAPHIC DESIGN (LLC) • SELF-EMPLOYED

May 2013 - Present

New Jersey, United States

Utilizing the 25+ years of production experience, I am available to jump in and support studios and agencies with launches, campaigns, conventions, and other various tight deadlines. I can work within a team or I can be your team.

VISIT
www.vergalito.com
password: Freelance2022

Print Production

Extensive Knowledge
Large Formats
Binding/Tabs/Pockets
Product Packaging
Die Cuts

Adobe InDesign

Layout
Corrections
Mechanical
Prepress
Disk Release

Adobe XD/Figma

Layout
Corrections
Mechanical
Asset Prep
Functionality

Adobe Photoshop

Photo Imaging
Retouching
Compositing
Color Correction
Color Grading

Adobe Illustrator

Creative Illustration
Logo Design
Charts

Websites

WordPress
Maintaining
SEO Cultivation

HTML5/CSS3

Websites
Banner Ads
Animation

Adobe Acrobat

Forms
Digital Routing



#PAST EXPERIENCE 1

STUDIO DIRECTOR, PRINT PRODUCTION

PIVOT HEALTHCARE • FULL TIME

Nov 2007 - July 2020 (Company closed due to Covid-19 Pandemic)
New Jersey, United States

I was employed at Pivot Healthcare for 12 years and 9 months. I was the 6th person hired in the pharmaceutical advertising company and the last one released before the company closed due to the effects of the Covid-19 pandemic.

I was able to develop a Studio Department and staff accordingly. I developed and implemented the information technology; purchasing of all hardware for users, servers, backup protocols, and software purchases. I developed protocols for job routing (paper initially and then digital). I developed mechanical checklists to ensure accurate and successful production of work (print and digital). I managed production for all projects (print and digital)--average number of projects in a launch were 30. First and foremost, I was a problem solver. Problems were presented to me and I found solutions--most solutions saved time and/or costs to projects.

- ✔ Studio Production
 - ▷ Print and Digital
 - ▷ Launches, Conventions
 - ▷ Meetings, Journal Ads
 - ▷ Scheduling/Timing
 - ▷ Fulfillment/Distribution
 - ▷ Client/Vendor Management

- ✔ Studio Director
 - ▷ Print and Digital
 - ▷ Staffing/Training
 - ▷ Scheduling/Timing of Projects
 - ▷ Department Procedures
 - ▷ Profit Center
 - ▷ Client/Vendor Management

- ✔ Computer Graphics
 - ▷ Adobe InDesign
 - ▷ Adobe Photoshop
 - ▷ Adobe Illustrator
 - ▷ Adobe Acrobat
 - ▷ Adobe XD/Sketch
 - ▷ HTML5/CSS3/WordPress

- ✔ Mechanicals
 - ▷ Print and Digital
 - ▷ Layout Corrections
 - ▷ Prepress
 - ▷ Proofing
 - ▷ Release Protocols

- ✔ Information Technology
 - ▷ New Technology
 - ▷ Yearly Budgeting
 - ▷ Software Management
 - ▷ Hardware Management
 - ▷ Server Management
 - ▷ On-Site Support

- ✔ Specializing in...
 - ▷ Mechanicals
 - ▷ Retouching
 - ▷ Website
 - ▷ Prepress

#PAST EXPERIENCE 2

DIRECTOR OF GRAPHIC SERVICES

PACE • FULL TIME

1999 - 2007
New Jersey, United States

I was employed at PACE, a pharmaceutical advertising agency, for 8 years.

I developed and directed a studio department, running on 2 shifts, of 20+ staff and additional freelance as dictated by workload. I turned the department into a profit center by charging hours and materials.

- ✔ Director of Graphic Services
 - ▷ Print and Digital
 - ▷ Staffing/Training
 - ▷ Scheduling/Timing
 - ▷ Department Procedures
 - ▷ Profit Center
 - ▷ Client/Vendor Management

- ✔ Computer Graphics
 - ▷ Quark XPress
 - ▷ Adobe InDesign
 - ▷ Adobe Photoshop
 - ▷ Adobe Illustrator
 - ▷ Adobe Acrobat
 - ▷ HTML/CSS

- ✔ Specializing in...
 - ▷ Procedures
 - ▷ Mechanicals
 - ▷ Information Technology
 - ▷ Prepress
 - ▷ Retouching/NAPP member

#PAST EXPERIENCE 3

STUDIO MANAGER

KRELL ADVERTISING • FULL TIME

1996 - 1999
New Jersey, United States

I was employed at Krell Advertising, a pharmaceutical advertising agency, for 3 years. I started as a Studio Artist, where I worked on layout corrections, artwork creation, photo retouching, mechanical, prepress, and proofing. I quickly rose to Studio Manager, by demonstrating my skills as a leader. I started by upgrading and streamlining the information technology of the company. I organized the 10+ staff and additional freelance to follow the protocols I developed for internal project routing, mechanical/disk release procedures, and archiving of old projects.

- ✔ Studio Manager
 - ▷ Print and Digital
 - ▷ Staffing/Training
 - ▷ Scheduling/Timing
 - ▷ Department Procedures
 - ▷ Client/Vendor Management

- ✔ Computer Graphics
 - ▷ Quark XPress
 - ▷ Adobe Photoshop
 - ▷ Adobe Illustrator
 - ▷ Adobe Acrobat
 - ▷ HTML/CSS

- ✔ Specializing in...
 - ▷ Procedures
 - ▷ Mechanicals
 - ▷ Information Technology
 - ▷ Prepress
 - ▷ Retouching