

Marketing Excellence Inc.

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SB/DVBE 2028969
UEI: NUYRF8DV3PV3
CAGE: 9BZB6

COMPANY OVERVIEW Marketing Excellence Inc is based in San Diego, CA and certified Disabled Veteran Business Enterprise (DVBE), Small Business, and Service-Disabled Veteran-Owned Small Business (SDVOSB). Marketing Excellence specializes in marketing research & analysis and strategic marketing communications.

Marketing Research We provide both quantitative and qualitative data collection via survey, interviews, and focus groups using all modalities. We'll help develop your research objectives and instruments to ensure that relevant and reliable customer and industry information is gathered. Our analysis and reporting will identify breakthrough opportunities and unrealized threats so you can make optimal business decisions.

Strategic Communications Our communications campaigns deliver trust building, consistent messages using digital channels such as email marketing and website design and traditional such as outreach and event production. Our branding, public relations and diversity marketing service add to your strategic impact. The objective is to inform and persuade all your audiences about your mission, cause and value proposition.

Our Goal Our expertise and commitment to excellence enables us to contribute to our clients' and partners' success. Marketing Excellence will help you attain your business and financial objectives by improving the effectiveness and efficiency of your strategic decisions, business processes, and communications campaigns.

Emilio Vargas (Owner/President) has over 25 years of marketing and leadership experience having created and managed several successful marketing programs and campaigns while working at notable companies: Marriott, UPS, Kodak and SKF. Emilio has 2 MBAs and is a marketing professor at National University. Emilio is a retired US Army Colonel.

CAPABILITIES

Research & Analysis:

- research design
- data collection, analysis & reporting
- customer profiling
- target marketing
- satisfaction & opinions
- user experience & perceptions
- message efficacy
- beta testing
- competitor analysis
- surveys, interviews, intercepts, observations, focus groups

Strategic Communications:

- campaign planning
- event production & management
- brand & message development
- copywriting & editing
- advertising (various mediums)
- media buying
- digital marketing (SEO, SEM)
- diversity relations & outreach
- Hispanic & Diversity marketing
- translations & interpretation
- website management
- logo branded (promo) products

Process Improvement Training & Management:

- Agile Development
- Strategic Decision Making
- Customer Relationship Management (CRM)
- Product & Service Management

NAICS

- 541613 - Marketing Consulting
- 541910 - Marketing Research & Public Opinion Polling
- 541820 - Public Relations Agency
- 541890 - Advertising Specialty (Branded) Products
- 541930 - Translation and Interpretation Services
- 611430 - Professional & Management Development

- 541870 - Advertising Material Distribution Services
- 541922 - Commercial Aerial Photography/Video
- 541370 - Aerial surveying and mapping
- 541850 - Outdoor Advertising
- 541860 - Direct Mail Advertising
- 561920 - Event Production

CERTIFICATIONS

- CA Disabled Veteran Business Enterprise (DVBE)
- Small Business (SB)
- NYS Service Disabled Veteran Owned Business
- Service Disabled Veteran Owned Small Business
- Certified Commercial Drone Pilot (Mapping/Survey)

SOME PAST CLIENTS



California
Public Utilities
Commission

DAVID'S
BRIDAL



citi mortgage



SAN DIEGO
COMMUNITY COLLEGE
DISTRICT

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