

# BRITTANY ZAVALA

## CONTACT

 (562) 325-9043

 britpzav2000@gmail.com

 La Mirada, CA

## SKILLS

- Relationship Management & Client Support
- Accounting Management
- Team Collaboration & Mentorship
- Customer Service Skills
- Powerpoint, Excel, Word, Adobe, Canva, Adobe and many social media platforms
- Essendant & Acumatica
- Event & Hospitality Coordination
- Adaptability & Flexibility
- Strategic Planning & Scheduling

## EDUCATION

### Cal State LA

#### Master in Business Administration

2023- 2025

- Standing Honors 2023- 2025

### Cal State Fullerton

#### BA in Marketing

2024

- Graduated with Honors

### Cypress College

#### AA in Business Administration

#### AA in Social Arts & Behavioral Science

May 2021

- College Athlete
- Fall 2018, Spring 2019, Fall 2019: Deans List
- Spring 2019, Fall 2020, Spring 2021: Presidential List

## LANGUAGES

English

Spanish

## PROFILE

Dynamic and results-driven marketing professional with a strong background in account management, customer engagement, and digital marketing across diverse industries, including fashion, real estate, and B2C branding. Proven ability to manage high-value client relationships, deliver exceptional service, and foster long-term satisfaction. Adept at enhancing brand visibility through strategic social media initiatives, website optimization, and targeted campaigns that drive engagement and increase sales. Collaborative team player with a track record in mentoring, conducting in-depth market research, and streamlining processes to support business growth and deliver impactful marketing solutions.

## WORK EXPERIENCE

### Customer Operations

Amersan - Anaheim, CA

Nov. 2023- Present

- Successfully manage a portfolio of high-value customer accounts, including prominent clients such as hospitals (e.g., City of Hope) and municipalities (e.g., City of Santa Ana, Yorba Linda).
- Oversee website updates to ensure content accuracy, improve user experience, and support marketing initiatives.
- Handle invoices, payments, and record-keeping, ensuring financial compliance and aiding in budgeting.
- Assist with government bids by preparing documentation and coordinating proposals to secure new contracts with supporting pricing strategies by analyzing costs and helping structure competitive, client-specific quotes
- Provide service and support to ensure client satisfaction, retention, and long-term relationships, handling accounts with weekly orders exceeding \$50,000.
- Coordinate with resellers and third-party companies to support distribution and product fulfillment.

### Marketing Assitant

Salon 860 West - Brea, CA

July 2021 - Present

- Elevate the growth of over five stylists' social media platforms, enhancing brand visibility and client engagement.
- Oversee communication flow and scheduling improvements, streamlining service delivery and client interactions.
- Streamlined the booking process by improving communication and optimizing scheduling efficiency.

### Marketing Assitant, Internship

Edge Branding - Santa Ana, CA

June 2023 - August 2023

- Focused on B2C
- Conducted market research using KPIs to identify and target new customer demographics, leading to the discovery of untapped markets in Los Angeles.
- Interacted with 150+ customers daily, utilizing verbal and written communication skills to execute marketing strategies, resulting in 38 sales and strong customer relationships.
- Trained and mentored 3 new interns on marketing and sales techniques, contributing to increased sales performance and team development.

### Marketing Assitant

Marqui Realty - Cerritos, CA

July 2021 - July 2023

- Managed social media platforms, real estate websites, and email campaigns to promote properties, resulting in improved audience reach and engagement.
- Assisted in drafting, reviewing, and processing contracts to ensure accuracy and efficiency, providing critical support for the transaction process.
- Collaborated with the team to develop targeted marketing strategies, which contributed to an increase in client intake and property inquiries.

### Marketing Apprentice

Dear John - Los Angeles, CA

May 2022 - Nov 2022

- Mentored and guided interns, ensuring they understood weekly projects and completed tasks effectively.
- Assisted in managing social media channels, scheduling posts, and tracking engagement metrics
- Supported marketing campaigns by assisting in photo shoots, sample requests, and content creation

### Digital Assistant ( Intern)

McGuire Denim - Los Angeles, CA

May 2019 - Dec 2019

- Supported the planning and promotion of online events, such as product launches & seasonal sales
- Proposed and implemented process improvements to streamline the sample sale workflow, increasing efficiency and organization.