

# BRITTANY ZAVALA

## CONTACT



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La Mirada, CA

## SKILLS

- Client Management
- Accounting Management
- Strong relationship-building
- Customer Service Skills
- Powerpoint, Excel, Word, Adobe, Canva, Adobe and many social media platforms
- Essendant & Acumatica
- Team Collaboration
- Adaptability & Flexibility
- Strategic Planning

## EDUCATION

### Cal State LA

#### MBA Marketing

2023- 2025

- Standing Honors 2023- present

### 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

Motivated marketing professional with experience in account management, customer engagement, and digital marketing across industries like fashion, real estate, and B2C branding. Skilled in managing high-value client accounts, ensuring excellent service and long-term satisfaction. Experienced in boosting brand visibility through social media strategies, website updates, and targeted campaigns, leading to increased sales and engagement. A team player with strong skills in mentoring, market research, and improving processes to drive growth and deliver effective 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.
- Handled invoices, payments, and record-keeping, ensuring financial compliance and aiding in budgeting.
- Provide service and support to ensure client satisfaction, retention, and long-term relationships, handling accounts with weekly orders exceeding \$50,000.

### Marketing Assitant

Salon 860 West - Brea, CA

July 2021 - Present

- Spearheaded the growth of over five stylists' social media platforms, enhancing brand visibility and client engagement.
- Boosted in-person and online sales of salon products through targeted promotional campaigns and creative content strategies.
- 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

June 2022 - August 2022

- Collaborated with design and merchandising teams to align marketing materials with brand aesthetics.
- 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

### Marketing Apprentice

McGuire Denim - Los Angeles, CA

June 2019 - August 2019

- Supported the planning and promotion of online events, such as product launches & seasonal sales
- Worked closely with these teams to create lookbooks, seasonal guides, and promotional materials