

# Roda Zangara

Brand Representative

## Profile

Dedicated Brand Representative with 1 year of experience in promoting products, fostering customer engagement, and driving sales. Adept at building strong relationships with clients and team members, and skilled in product demonstration. Committed to delivering exceptional customer service and achieving brand goals through effective communication and marketing strategies.

## Employment History

### Brand Representative at New Mexico Branding Agency, NM

Apr 2023 - Present

- Successfully increased brand awareness for a local startup by 50% over six months, resulting in a 30% increase in sales and contributing to the company's overall growth.
- Developed and executed a comprehensive social media strategy for a mid-sized business in New Mexico, leading to a 40% increase in online engagement and a 25% increase in website traffic within four months.
- Organized and managed a promotional event for a major client, attracting over 3,000 attendees and generating a 20% increase in sales for the client over the following quarter.
- Implemented a targeted marketing campaign for a New Mexico non-profit organization, raising \$100,000 in donations within three months and significantly expanding the organization's reach and impact in the community.

### Brand Ambassador at Enchantment Marketing LLC, NM

Sep 2022 - Mar 2023

- Successfully increased brand awareness by 35% in the Albuquerque region through strategic marketing campaigns and engaging promotional events within a year.
- Achieved a 25% growth in new customer acquisition for Enchantment Marketing LLC's key clients by implementing targeted social media strategies and influencer collaborations over six months.
- Exceeded sales targets by 40% in Q3 2021, contributing to a 15% overall increase in annual revenue for Enchantment Marketing LLC through effective product demonstrations and persuasive communication skills.
- Organized and executed 20+ successful promotional events across New Mexico, resulting in a 50% increase in event attendees and a 30% boost in lead generation within a span of 12 months.

## Education

### Associate of Arts in Marketing and Sales at Santa Fe Community College, Santa Fe, NM

Sep 2018 - May 2022

Relevant Coursework: Marketing Principles, Sales Techniques, Consumer Behavior, Market Research, Advertising and Promotion, Digital Marketing, Brand Management, and Marketing Analytics.

## Details

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## Links

[linkedin.com/in/rodazangara](https://www.linkedin.com/in/rodazangara)

## Skills

Communication

Networking

Salesmanship

Social Media Savvy

Product Knowledge

Customer Service

Visual Merchandising

## Languages

English

Japanese

## Hobbies

Photography

Gardening

Cooking