

Anthony Zamora

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Objective

- To secure the position of Marketing Specialist.

Education

HIGH SCHOOL DIPLOMA | JUNE 2004 | THE CHARTER SCHOOL OF SAN DIEGO

ITT TECHNICAL INSTITUTE 2004-2006

- Major: Information Technology
- Minor: N/A

SKILLS & ABILITIES:

MANAGEMENT

- I have nine years of management experience with the Ralphs Corporation. In this time, I managed multiple departments/stores for Ralphs, some of which became top sellers in the Ralphs Division. As a Starbucks Division Coordinator, I managed 85 Starbucks kiosks.

SCHEMATIC/DISPLAY BUILDING/KIOSK BUILDING

- I'm very comfortable with building displays and following schematics or playbooks. I have several years of experience at this and understand the importance of proper execution to maintain product flow.

MICROSOFT OFFICE

- I'm very proficient with Microsoft Office applications including Word, Excel, PowerPoint, and Outlook. I'm also very comfortable learning new technology and applications.

COMMUNICATION

- I understand the business environment and chain of communication that needs to happen to succeed. In my current position, I must communicate with Starbucks Corporate teams as well as Ralphs Corporate teams on achieving sales and operational results. I am also responsible with communicating new promotions, programs, and initiatives with Store Managers, Starbucks Managers, and Coordinators to achieve success in all my stores.

LEADERSHIP

- I am adept in training and leading a team to achieve marketing standards and sales goals. I understand the importance of coaching and developing associates to be successful. Additionally, I have experience on how to create and execute action plans to achieve success. I have over ten years of leadership experience.

Experience

TRUSTEE SALES OFFICER | QUALITY LOAN SERVICE | AUGUST 2007-APRIL 2009

- I was responsible for being a liaison between banks and home owners. We help home owner talk to banks in regards to a possible foreclosure on their property. We helped home owners with solutions on how they could either keep their home, or a better way to release their home to the bank. I was also in charge of foreclosure sales.

RALPHS DIVISION STARBUCKS TRAINER | RALPHS | JUNE 2012-MAY 2013

- This was one of my favorite roles with Ralphs. I was the lead Starbucks Trainer with a team of four. My responsibilities were building/merchandising newly built Starbucks kiosks, training new barista teams, and training new Starbucks Managers. I also coordinated Starbucks training sessions for each one of my trainers.

RALPHS DIVISION STARBUCKS COORDINATOR | RALPHS | MAY 2013-OCTOBER 2018

- I worked with the Ralphs Corporate Deli/Bakery Marketing Department. I was the Starbucks subject matter expert and acted as the liaison between Ralphs and Starbucks. I managed sales reporting to the division, coordinated training for new stores, coached and mentored Starbucks Managers, help stores with action plans on increasing sales and compliance. Additionally, I also work with the Training and Loss Prevention teams with educational group training that involved Starbucks.