

Anthony Zamora
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PROFILE

A highly motivated individual with over nine years of experience working in the sales and marketing field. Demonstrates the ability to work both independently and in a multi-functional environment to meet business needs. Skilled in managing and training a team in order to improve marketing standards, sales goals, and operational metrics. Proficient in learning new technology and applications to stay updated in digital marketing.

HIGHLIGHTS

- Real Estate Industry
- Media Communications
- Lead Instructor
- Marketing Strategy

EDUCATION

Associate of Science in Information Technology
ITT Technical Institute

PROFESSIONAL EXPERIENCE

COLDWELL BANKER – SAN DIEGO, CA

Sales Support Administrator

04/2019 – Current

Accountable for onboarding support and training of newly affiliated sales associates. Support branch managers on strategic marketing efforts. Create digital marketing strategies for sales agents using social media in order to improve online presence.

- Prepare presentations and aid in marketing workshops to support VIP agents and branch managers
- Support multiple offices in the region through group presentations, profile maintenance of company websites, and recognition program
- Improved adoption rate by 8% and capture rate by 20%

COLDWELL BANKER – SAN DIEGO, CA

Marketing Coordinator

10/2018 – 04/2019

Instrumental in strategic marketing support of branch managers and agents. Conducted group and individual sessions on personal marketing strategies with agents. Resolved and assisted in agents related issues.

- Spearheaded quality issues, rules, industry regulations and protocols related to Fair Housing language, Association of Realtors requirements, MLS and all Coldwell Banker identity standards
- Onboarded newly affiliated real estate agents and coached them for success

RALPHS – SAN DIEGO, CA

Division Starbucks Coordinator

05/2013 – 10/2018

Lead corporate marketing initiatives and acted as the liaison between Starbucks and Ralphs. Managed sales reporting to the division and created action plans to improve sales and compliance.

- Attained 25% over the sales goal year over year
- Coached and mentored Starbucks managers and coordinated new store training
- Coordinated educational group training with the Training and Loss Prevention teams
- Communicated new promotions, programs, and initiatives with manager and coordinators in the division

RALPHS – SAN DIEGO, CA

Division Starbucks Trainer

06/2012 – 05/2013

Managed a team responsible for building and merchandising newly built Starbucks kiosks.

- Trained new barista teams and Starbucks managers
- Coordinated training sessions and educational opportunities