

PRINCIPAL

zamawa arenas



A strategic thinker at heart, Zamawa has spent 20 years in the world of communications, media and technology.

Since 2002, Zamawa has served as principal of ARGUS, a multidisciplinary communications company specializing in multicultural markets. She leads the agency with a commitment to leveraging resources, transparency, and driving client success. Under her direction, ARGUS has produced campaigns that have generated a 20% increase in sales, exceeded acquisition rates by 5% and positively impacted thousands of lives.

Beginning her career as a newspaper journalist in her native Venezuela, Zamawa was soon hired by the National Association of Graphic Arts as their public relations manager. Here she published a monthly magazine and organized international trade conferences. Still searching for her niche, she turned to cable television and worked her way up to programming and promotions director for a Latin American cable network where she was responsible for managing a multi-million dollar department.

Zamawa later moved to Boston to complete a Masters Program in Broadcast Administration at Boston University and never left. Her extensive experience in cable services, led her to launch the first international pay-per-view movie service on the internet in 1996. Long before Netflix or Hulu or Paypal, Zamawa was streaming art-house films online.

Zamawa is active in Greater Boston's business and nonprofit community. She currently serves on the boards of several organizations including the Boston Children's Hospital Community Service Board and the WGBH Corporate Executive Council. Since 2006 Zamawa has served as a Trustee of the Boston Public Library.

Zamawa has received a number of awards for her business and community efforts, including three Emmys. She is the recipient of the Emerging Executive Pinnacle Award from the Greater Boston Chamber of Commerce, and was named Leading Woman by the Girl Scouts, Patriots' Trail Council. She received the Give Liberty a Hand award from the Massachusetts Immigrant and Refugee Advocacy Coalition. She was also inducted into the YWCA Academy of Women Achievers. Most recently, she was named by the Boston Business Journal as a "Hispanic on the Move" an award for Hispanic professionals making a difference in Boston.

An active speaker, Zamawa is regularly invited to participate in a variety of panel discussions and speaking engagements on multicultural and social marketing, entrepreneurship, and building leadership in a diverse workplace.