

ZAMIR ZARRUK ESTRADA

Sales Representative | Architecture & Interiors Specialist | Art & Design Enthusiast

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PROFESSIONAL EXPERIENCE

Regional Sales Representative & Materiality Consultant | Aug 2023 – Present Day

Materials Inc. New York City, NY (2023-Present day) & Long Island (2025-Present day).

BREDA Metals. New York City & Long Island, NY 2025-Present Day.

- Manage a database of over 900 client organizations, including architecture firms, interior designers, millworkers and contractors across the NYC metro area and Long Island territory.
- Coordinate sales logistics: schedule meetings, follow up and assist customers with purchase orders, and oversee sample requests to support the sales funnel.
- Organize and host client-facing events to drive product engagement and strengthen business relationships.
- Represent the company at key industry trade shows to expand market reach and generate new leads (BDNY and Private Vendor Fairs)
- Perform in-person outreach across NYC, physically transporting sample binders to meet clients and secure face-to-face sales opportunities.
- Review incoming sales orders for quality control, liaising with purchasers to ensure alignment with product standards.
- Leveraged client and designer feedback to align 2026 product collection with market demand, strengthening sales positioning by developing and curating new Binders and Collections catered towards prestigious hospitality groups, financial organizations and exclusive residential clients.
- Collaborated with Marketing team to curate and optimize product photography for improved website design and impactful social media campaigns: Currently developing a podcast for and with customers.

Quality Control Assistant | Mar 2020 – Jan 2021

Lopez de Estrada SAS, Bucaramanga, Colombia.

- Developed centralized QC database to streamline real-time access to quality data.
- Helped secure ISCC & RSPO certifications by adapting compliance into clear work plans.
- Coordinated certification implementation across palm oil fields, leading on-site operations and personnel training.
- Bridged field logistics with administrative planning for seamless sustainability reporting.

FREELANCE & VOLUNTARY

Social Media Management and Curation | April 2021 – September 2022

@Augie_Bello, @OrangeBananasMusic. New York City, NY.

- Led face-to-face strategy sessions with artists to plan social media campaigns, ensuring consistent engagement and brand alignment.
- Helped grow @Augie_Bello's Instagram from 69K to over 289K followers through targeted content and strategic posting.
- Developed and maintained content calendars across Instagram and other platforms, tracking analytics to inform future engagement strategies.
- Designed marketing materials including flyers, merchandise, and album covers to support product sales and promotions.
- Collaborated on fashion and styling direction for photo and video shoots, enhancing the visual brand presence across platforms.

AREAS OF EXPERTISE

◦ B2B Sales & Client Relations	◦ CRM & Database Management	◦ Sample Logistics & Product Follow-Up	◦ Trade Show & Event Coordination
◦ Negotiation and Procurement Support	◦ Territory Development (NYC Metro & Long Island, NY)	◦ Order Review & Quality Assurance	◦ Time Management & Multitasking
◦ Extensive Knowledge in Materiality	◦ Plan Reading & Application Support	◦ Multilingual Communication	◦ Group Leadership & Co.

EDUCATION

- **PARSONS School of Design**, BFA Architectural Design, New York City, NYC | 2019 – 2022
- **CORNELL SCE**. 6-Week Introduction to Architecture: Design Studio, 6-Week Introduction to Architecture: Lectures | 2020
- **Savannah College of Art and Design**, Rising Stars Program, Savannah, GA | 2018

LANGUAGES

- English (Fluent)
- French (Intermediate)
- Spanish (Native)

