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Writing Samples

The following collection represents a curated selection of articles, guides, and customer stories created in support of product launches, strategic campaigns, and customer engagement initiatives. These samples reflect a balance of strategic insight and practical application, as well as the unique tone and brand voice of the company each piece was created for.

You'll find thought leadership that distills complex concepts into clear narratives, product storytelling that drives awareness and engagement, and customer stories that highlight real-world outcomes. My goal is to create content that's actionable, customer value-driven, and aligned with business goals.

Note that all original formatting, design elements, links, and graphics associated with the live or published versions have been removed for ease of review.

Enjoy!

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The goal of this blog post was to generate interest in the upcoming release of fluen.ci's Brand Love Dashboard, which introduced new psychographic insights. It explores the values and long-term benefits of psychographic segmentation, helping both clients and internal teams understand its role in brand growth.

Engaging Hearts and Minds: The Power of Psychographic Segmentation

In today's dynamic consumer landscape, gaining a comprehensive understanding of your audience is essential for developing resonant messaging and products that build lasting brand loyalty and growth.

Traditional segmentation methods leveraging demographic and behavioral data undeniably provide valuable insights, but they often fall short of capturing the full picture of multidimensional, complex consumers. Enter **psychographic segmentation**, a powerful approach that delves into consumers' **psychological attributes and decision-drivers**, offering a deeper, more stable understanding of their values, motivations, and lifestyle preferences.

Psychographic segmentation helps marketers create more engaging and relevant content, leading to stronger connections and brand growth. **An even more compelling advantage of psychographic segmentation is its longevity.** Unlike some demographic or behavioral traits, which can change relatively quickly due to life events or external factors, psychographic traits tend to have a longer shelf life. That's because psychographics tap into the core aspects of a person's cultural background, traditions, values, and personality, which are less volatile and more deeply ingrained.

For instance, a consumer's age, household income, or purchasing behaviors might change over time, but their core values, such as their desire for sustainability, preference for innovation, or inclination towards luxury, are likely to remain consistent. **This stability makes psychographic segmentation an enduring asset for marketers**, providing a reliable foundation on which they can build their long-term strategies.

Another significant benefit of psychographic-based audiences is their inclusive nature, as they are not inadvertently exclusive of any particular demographic group or behavior-based segment. Psychographic targeting is behavior- and demographic-agnostic, **effectively working**

across all multicultural groups, genders, and other demographic categories. This inclusivity is why targeting based on interests and hobbies, such as sports fandom, is especially valuable for brands looking to reach diverse consumers.

That said, the power of psychographics exponentially grows when traits are combined with other types of insights. Intersecting psychographic traits with demographic, behavioral, or geographic data helps marketers develop a 360-degree view of their audiences. A holistic approach to audience creation not only enhances the depth and accuracy of consumer understanding but also makes way for more relevant and impactful marketing and product development strategies.

Let's take an example of a Custom Audience we can build at Collage Group for "Adventurous new graduates who want to travel the world on a budget." Imagine that we are a global economy hotel chain and want to market to this audience. With Collage Group's help, we'll define our target audiences as:

- Ages 21-25 and low household income as their demographics
- Being "Curious" and "Go-with-the flow" as their top Cultural Attitude (i.e., attribute or psychological trait)
- Having "Travel" as their top Passion Point (i.e., interest)

This nuanced audience definition will help us get more accurate answers about our target audience, compared to a more simplistic definition of "recent college graduates." Layering in the psychographics –the attributes and interest– enables us to directly address consumers' values and behaviors, highlight the aspects of our services that will attract them the most, and connect with them through their preferred channels.

Beyond precise segmentation and targeting, psychographic segmentation also helps brands with:

- **Strategic planning:** Use psychographic insights to identify new market opportunities and optimize resource allocation, ensuring efforts yield the highest returns.
 - e.g., Grocery chain spots consumers' growing interest in health wellness and strategically plans to allocate more shelf space for organic and health-focused products.

- **Market differentiation:** Stand out in a crowded market by tailoring offerings that speak to unique psychographic profiles.
 - e.g., Luxury fashion brand promotes its sustainably-sourced collection to differentiate its product from competitors and appeal to consumers who prioritize ethical business practices.
- **Product development:** Inform product innovation by understanding the specific needs and desires of a target market, leading to offerings that truly meet consumer expectations
 - e.g., Beauty brand launches a new product line with natural ingredients to appeal to eco-conscious consumers.
- **Customer loyalty:** Foster deeper emotional connections by aligning the brands values with those of the consumers, enhancing customer loyalty and retention
 - e.g., Video game company creates an online forum to drive engagement and loyalty after recognizing their players highly value social interactions and community building.
- **Enhanced customer experiences:** Create more engaging and relevant customer experiences based on deep psychological insights.
 - e.g., Financial services brand develops 24/7 access to banking services to cater to consumers valuing flexibility and convenience.

These examples highlight the transformative potential of psychographic insights for brands looking to deepen their connections with consumers and drive growth.

With this in mind, we decided to incorporate psychological attributes (i.e., Cultural Attitudes, as we call them at Collage Group) into our upcoming Brand Love Dashboard. The new dashboard will surface bi-demographic audiences' top and bottom attributes to help fluen.ciSM users gain a deeper understanding of consumers and allow them to quickly incorporate relevant traits into their targeting, segmentation, and growth strategies.

Stay tuned for our release announcement! In the meantime, schedule a demo to check out Collage Group's fluen.ci app for instant cultural insights and get a first look at our Brand Love Dashboard.

Part of the launch campaign for fluen.ci's Brand Love Dashboard, this blog article explores the strategic value of consumers' connection to brands. It translates abstract concepts into tangible business applications and reflects my skill in creating narratives that build product value through education and insight.

Harnessing Brand Love for Sustained Growth and Success

Marketers are continuously seeking ways to strengthen brand affinity, drive purchase intent, and ultimately, foster lasting connections with consumers. In this pursuit, the value of consumer insights cannot be overstated. Specifically, **insights into Brand Love** hold an immense potential for marketers looking to elevate their brand strategies to new heights.

Brand Love is a catalyst for growth.

Brand Love represents the emotional connection between consumer and brand that goes beyond mere satisfaction or preference, signifying a deeper connection that drives repeat purchases behavior, loyalty, and, at its strongest form, advocacy. By tapping into Brand Love, marketers gain invaluable insights into consumer sentiment, purchase drivers, and behaviors, enabling them to develop strategies that resonate with consumers in a profound, authentic way.

Brand Love insights help marketers shape strategies that fuel growth:

1. By understanding what drives brand affinity and the emotional connections consumers have with brands, marketers can tailor the customer journey to address consumer needs effectively and **develop strategies that put the consumer at the center**. This consumer-centric approach leads to more meaningful interactions, fostering brand loyalty and driving long-term engagement.
2. One-size-fits all marketing approaches have little impact on today's consumers. Brand Love insights enable marketers to **deliver personalized and relevant experiences** that resonate with consumers on an emotional level. Whether through tailored messaging, customized offers, or fitting partnerships with other brands, engagement that feels personalized fosters deeper connections and drives customer satisfaction, retention, and lifetime value.

3. In today's crowded competitive landscape, differentiation is key. Brand Love insights offer a unique view into consumer preferences, needs, and pain points, revealing market gaps that brands can capitalize on for a **competitive edge**. With these insights, marketers can identify where competitors have an advantage and pinpoint their own brand's differentiators or opportunities for improvement to stand out in the marketplace.
4. Effective resource allocation is crucial for maximizing ROI and driving sustainable growth. Brand Love insights provide marketers with the data-driven intelligence they need to **allocate resources strategically**. By identifying the initiatives, themes, products, etc. that resonate most with their target audience, marketers focus resources where they will yield the greatest return and contribute to overall brand performance.

Marketers on a mission to build their brand and nurture consumers need to move beyond surface-level insights and delve into the hearts and minds of consumers. By understanding Brand Love and harnessing the emotional bond between consumers and brands, they can drive meaningful connections, foster brand loyalty, and spur sustainable growth.

Collage Group's cultural insights engine provides deep insights into Brand Love. Our proprietary measurement for cultural fluency, Brand Cultural Fluency Quotient (B-CFQ), provides brands with actionable insights for increasing brand favorability and purchase intent, ultimately driving Brand Love.

In our upcoming Brand Love Dashboard, part of our Consumer360 feature, we'll be doubling-down on putting actionable Brand Love insights at marketers' fingertips. In a dedicated dashboard, marketers will be able to explore new insights about Brand Love and delve into bi-demographic audiences to discover new opportunities for growth. Stay tuned for our release announcement or schedule a demo now to get a sneak peek at the Brand Love Dashboard in our fluen.ci app.

Created for an upsell campaign promoting Collage Group's brand packages, this guide helped clients identify additional brands to analyze in fluen.ci to unlock richer cultural insights and growth opportunities. It also served as an enablement tool for customer success, offering clear use cases and messaging for when and how to upsell more brands.

The Brand Expansion Guide

5 Smart Ways to Choose Your Next Brands for Insights

Comparing brands' cultural fluency—head-to-head and across audiences—is a powerful way to uncover growth opportunities and sharpen strategy. The right brand mix can reveal threats, trends, and audience behaviors you might otherwise miss.

To do this well, look beyond direct competitors. Consider the brands—both within and outside your category—that are earning attention, loyalty, and love from today's most influential consumer groups, including Gen Z, Hispanic, Black, Asian, and multicultural Americans.

Culture isn't one-size-fits-all—it evolves across race, ethnicity, and generation, shaping how consumers interpret values, trust, representation, and connection. Collage's Brand Cultural Fluency Quotient (B-CFQ) helps you understand how your brand shows up across these dimensions. And when you add more brands in fluen.ci, you unlock access to Brand Growth Audiences—Lovers, Opportunity, Reach, and Rejectors—so you can see where your brand stands and where it can go next.

This guide outlines five practical strategies to help you identify which additional brands to explore—and how to use them to drive meaningful insight and smarter decisions.

1. Go Head-to-Head with Your Competitors

Winning Brand Love and market share starts with knowing where your competitors fall short. Spotting gaps in their cultural fluency and understanding who their Brand Rejectors are can reveal where your brand has room to grow. Use your relative strengths to sharpen positioning, earn trust, and convert the audiences they're losing. For example, if a competitor underperforms

with Hispanic consumers on Relevance and Memories, and your brand excels in those areas, lean into those strengths in your messaging and targeting to grow your share of Brand Love.

Try: Brands with similar positioning, pricing, or category focus, especially those your team references often when planning strategy.

Pro Tip: Start with the top 2-3 brands your team watches most closely. These are often the brands competing for the same audience, shelf space, or share of voice.

2. Tap Into Adjacent & Parallel Categories

Consumers don't think in strict category lines. They make decisions based on lifestyles, values, and usage occasions. This is especially true for younger and multicultural audiences, who move fluidly between categories, seeking brands that reflect their identity, align with their values, or fit seamlessly into their daily routines. These blurred boundaries are often where innovation and growth happen. By adding adjacent or parallel brands to fluen.ci, you can see how various Brand Growth Audiences are engaging across categories and uncover whitespace your brand could own.

Try: Brands in overlapping lifestyle spaces (e.g., seltzer for alcohol, skincare for beauty tech) or those aligning with similar values and usage moments.

Pro Tip: Consider what other brands your audience is likely engaging with during the same shopping trip, online scroll, or usage occasion. Those adjacent brands could reveal unexpected whitespace.

3. Expand Your Cultural Fluency Across the Portfolio

If you manage multiple brands, it's critical to understand how each one performs across different cultural and demographic segments. Cultural fluency is essential, especially among Gen Z, Hispanic, Black, and Asian American consumers who expect brands to reflect their values, identity, and lived experiences.

By adding more of your owned brands (and competitors') into fluen.ci, you can assess cultural resonance at the portfolio level—and unlock insights across Brand Growth Audiences. See which brands are earning Brand Love, which have untapped Opportunity, and where Reach or Rejector Audiences signal misalignment. These insights help you allocate investment and sharpen positioning with intent.

Try: All owned brands plus culturally relevant competitors, especially in portfolio-heavy categories, like CPG, Food & Bev, or Retail.

Pro Tip: List your portfolio brands and assess: Which connect well with key segments? Which could use support? Add those for targeted insight.

4. Identify Opportunities for Partnerships

Collaborations succeed when audiences see authentic alignment, like shared values in youth culture, cross-generational fandoms, or Boomers' loyalty to legacy icons. By adding potential partner brands to fluen.ci, you can evaluate their Brand Growth Audiences and cultural fluency alongside your own. Then, using insights on Passion Points and Cultural Attitudes, you can identify shared values and audience overlaps that signal partnership potential. For example, if a car brand considers teaming up with a speaker company, comparing audience insights and B-CFQ can reveal whether the partnership offers complementary appeal (e.g., overlapping Opportunity Audiences) or incremental reach (e.g., strong Brand Love among an untapped segment).

Try: Culturally resonant or lifestyle-driven brands that reflect shared consumer interests, Passion Points, and Cultural Attitudes across key segments.

Pro Tip: Add brands your audience already follows or engages with, whether in your category or not. They can reveal partnership potential through shared appeal or new audience reach.

5. Optimize Your Channel Strategy

Channel preferences vary by generation. Boomers often lean on trusted retail experiences or brand websites, while Gen Z and Millennials discover products via TikTok and influencers. Adding brands that succeed across these varied channels helps you see what's working, and with whom. For instance, if your company is launching a fresh coffee offering, you might explore which coffee brands are resonating across different channels and audiences to find the best cultural and strategic fit.

Try: Brands that lead in key channels for each generation, from retail mainstays popular with Boomers to DTC disruptors and social-native brands capturing younger audiences.

Pro Tip: Add brands that are winning in the channels you're targeting, across digital, retail, and social. It's a shortcut to refining your mix.

Collage is here to help you grow smarter by choosing the right brands.

Whether you want to build competitive intelligence, uncover cultural whitespace, or deepen your connection with diverse audiences, we'll help you find the path forward.

→ **Contact your Account Director to add new brands to your fluen.ci account.**

This one-pager distills Kameleoon's privacy-safe approach to Intelligent Tracking Prevention (ITP) into a benefit-focused narrative for non-technical stakeholders. It breaks down a complex technical solution into a benefit-driven narrative that highlights business impact, maintains technical accuracy, and supports customer enablement.

Future-Proofing Experimentation in a Privacy-First World

Kameleoon protects your experiments from Apple's ITP, preserving bucketing accuracy, preventing data loss, and ensuring reliable reporting, even under strict privacy restrictions.

Modern A/B testing relies on the ability to recognize and persistently identify visitors across sessions. But with Apple's Intelligent Tracking Protection (ITP) in Safari, this has become increasingly difficult. ITP now blocks all third-party cookies and limits the lifespan of first-party cookies and LocalStorage data to just seven days.

The Cost of ITP: Broken Bucketing and Unreliable Results

- Visitor bucketing breaks after seven days, causing platforms to treat returning users as new
- User experiences become inconsistent across sessions
- Reporting loses accuracy, making test results unreliable and hard to trust

How Kameleoon Ensures Consistent Visitor Bucketing Despite ITP

Kameleoon has spent nearly a decade engineering a solution that bypasses these limitations while respecting user privacy. At the core of our approach is a unique combination of **server-side cookies** and **LocalStorage synchronization**, which together maintain consistent visitor identification over time.

- **[Step 1] Use a server-side cookie (kameleoonVisitorCode)**
A backend snippet sets this cookie via HTTP header, unaffected by Safari ITP's 7-day purge, ensuring a persistent user identifier.

- **[Step 2] Mirror identifier in LocalStorage and server**

The **visitorCode** is saved both front- and back-end, creating a durable, synchronized record of experiment assignments.

- **[Step 3] Auto-sync for returning users**

If LocalStorage is empty on a return visit (due to ITP), Kameleoon detects it, reads the server cookie, and restores consistent bucketing by fetching the data from its backend.

- **[Step 4] Achieve persistent, privacy-compliant bucketing**

This hybrid approach works silently behind the scenes, ensuring consistent experiences across Safari/browser versions, and respecting user privacy regulations.

Protect Test Integrity and Deliver Consistent Experiences

With Kameleoon, you can confidently run experiments without the risk of ITP-related issues.

- **Maintain consistent visitor bucketing** across sessions, ensuring test accuracy despite Safari's ITP restrictions
- **Avoid data loss and misclassification** of returning users, so your results reflect real behavior
- **Preserve the integrity of your experiments** by ensuring each user sees the right variation, every time
- **Trust your insights** with accurate reporting that isn't compromised by expiration-based data gaps

+ It's easy to implement with a lightweight server-side snippet that integrates seamlessly and won't slow down your site

What About Cross-Domain Tracking?

It's true that Safari currently blocks data sharing between domains and subdomains via LocalStorage, and this impacts targeting based on cross-domain behavior. However, Kameleoon's bucketing and reporting remain unaffected, as they are anchored in the server-side visitor ID. While some advanced targeting scenarios across subdomains are limited by ITP, Kameleoon is actively developing a solution to this challenge – one that will be scalable and privacy-compliant.

Future-proof your experimentation. Explore our [Developer Documentation](#) or connect with our team to get started.

This success story, published on Zaius' blog, highlights how a client used our product to improve deliverability, enhance segmentation, and build a stronger lifecycle marketing program. I focused on surfacing strategic wins, campaign innovation, and customer voice, demonstrating my ability to write clear, results-driven stories.

How Fox-Rent-A-Car Is Speeding up Business with Zaius

Leading leisure car rental company, Fox Rent-A-Car, focuses on serving budget-conscious travelers in the U.S. and around the world. Since launching advanced segmentation and automation with Zaius, Fox Rent-A-Car not only has seen a 300% YoY increase in email revenue, it also successfully restored their email deliverability.

Prior to working with Zaius, Fox Rent-A-Car used a marketing automation platform that lacked the segmentation capabilities needed to maintain a healthy sender reputation which resulted in a large amount of email being routed to spam folders. Steve Mosinski, Head of Global Marketing, joined the company after the initial implementation of Zaius and brought about formidable positive changes by organizing campaign schedules, optimizing send times, and A/B testing email content and design.

Restoring Deliverability

By the time Fox Rent-A-Car began using Zaius, they were emailing over a million people multiple times a week. As with every large list, it was a challenge to identify bad email addresses and disengaged customers, which led to high hard bounce rates and a high percentage of spam trap hits. This, consequently, eroded their sender reputation. In October 2018, the team took a leap of faith and decreased send volumes (to as low as 200,000!) in order to send in smaller batches and optimize deliverability. The team scrubbed their database to get rid of stale emails and began segmenting their customer base with Zaius' data science-driven customer metrics. Partnering with Zaius Customer Success, they monitored deliverability improvement and started adding back contacts to the list on a monthly basis. Their sender reputation has been steadily improving and they have reduced spam trap hits by 98% due to their list hygiene practices and Zaius' segmentation capabilities. The team's goal is to build up to one million reachable contacts again by the end of 2020.

Winning Campaigns

“We had tremendous success focusing on our customers in our emails and providing logical actions within our email campaigns,” says Steve, referring to their highly relevant and beautifully designed emails. “I love the flexibility of the Zaius platform and that it allows us to create these campaigns. And I love the investment our CSM, Alex Whitney, has in our brand.”

At the moment, Steve is running four major ongoing campaigns: He sends out newsletters with the week’s specials, follows up with browse abandoners and car reservation abandoners, and manages an extremely successful location-specific post-purchase campaign. The post-purchase emails are segmented based on the recipients’ travel destinations and they share fun information and blog posts about the travelers’ destination. Steve has shared that these campaigns generate an incredible average of 32% open rate, 6% click rate, 21% conversion rate. With fantastic metrics like that, it’s no surprise that Steve loves looking at his campaigns’ performances: “My favorite view in Zaius is the Campaign Metrics page where the analytics are immediately available to me. Sometimes it’s the first thing I look at in the morning.”

What’s Next?

Steve and the Fox Rent-A-Car team are ahead of the game, and nothing stands in their way of delighting their customers. As of November 2019, the team has been running an evergreen campaign that distributes information on products and services. The emails go out every Tuesday and focus on one of the four topics of value, loyalty, geography, or vehicle fleet type. And as the market changes, the team will adjust the topics of this flow to remain relevant to their customers.

This community-focused article recaps a client contest that invited users to showcase Black Friday/Cyber Monday and holiday campaigns they created and launched using the Zaius app. Five years later, I'm still fond of this high-engagement campaign because it allowed me to connect with our users and see first-hand the projects they were proud of.

Putting the Wraps on Our 2020 Holiday Contest

At the end of 2020, we invited our users to showcase campaigns they sent over the holiday season. They could nominate their favorite campaign touchpoints —any email, web modal, web push, SMS, or MMS message— in three categories: Outstanding Design, The Best Adoption of a Zaius Recipe, and The Best Use of Personalization.

Our users' submissions did not disappoint. Our panel of judges was amazed at the variety of campaigns they'd seen. Our users' creativity and ingenious application of Zaius features made for a tight race. However, after thoughtful deliberation, we identified our three winners, and we are now excited to share their campaigns and discuss what made them take home the prizes.

Outstanding Design

We received the most submissions in the Outstanding Design category. The nominated emails, web modals, and MMS messages evoked a surprisingly wide range of emotions and tones, from humorous to festive. As we tallied our judges' votes, it was Fox Rent-A-Car's retro campaign that emerged as the winner.

Fox Rent-A-Car is a leading car rental company serving budget-conscious travelers in the U.S. and around the world. Their Back to the 90s Black Friday campaign and scratch-off-style animated GIF worked like a time machine that took us back to a time of bold neon colors, Lisa Frank designs, Tamagotchis, and Top Gun. Charlie Brensinger, our Principal Solutions Engineer, voted for this graphic for its fun, eye-catching design, adding that the 90's theme came across cohesively, both in the graphic as well as its message that referenced 90's pricing.

The Best Adoption of Zaius Recipes

Zaius Recipes help our users get their campaigns out the door faster by providing them with templated campaign setups they can install and launch within minutes. In preparation for the peak Black Friday/Cyber Monday season, we created Holiday Recipes to make campaign creation faster and easier for our users. Selecting a winner in this category, we were looking for a campaign that took advantage of one of these recipes.

“What we want,” said VP of Engineering Rob McDonald, “is a campaign where our user took the core idea of the recipe and tweaked it just enough to make it work better for them.” Our winner, Shamans Market, did exactly that and submitted an email campaign that hit the balance between out-of-the-box convenience and customization.

Shamans Market offers fair-trade, eco-friendly, artisan-made, organic, and natural products for a spiritual, harmonious living. After installing Zaius’ Seasonal Gift Shoppers recipe, they customized the email’s copy and design to align it with their branding. They also updated the recipe’s Best Selling Products recommendations and replaced them with Zaius Recommendations to further personalize their product recommendations in the email.

The Best Use of Personalization

Our motto at Zaius is that every customer interaction matters; therefore, the category focusing on personalization was very close to our hearts. Our users also believe in bringing relevance to their shoppers at every stage of the customer journey too, so their nominated campaigns were rich in personalized touches. We’ve seen personalized subject lines, first names dynamically populated into text messages, personalized offers based on abandoned carts, and target audiences segmented based on their interactions with the brand. The Zaius team did not have an easy job selecting one winner, but after careful consideration, we selected Maine Lobster Now.

Maine Lobster Now has been selling the best quality Maine lobsters for over 30 years. “They never fail to make me hungry,” shared Annalita Vizcarra from our Support team, as she was evaluating the brand’s campaign. (And we all admit it, it’s easy to get swooned by the images of lobster, shrimp, and other goodies in the brand’s emails.) However, it was the brand’s targeted segment of holiday shoppers and brilliant use of past purchase data as well as Zaius’ Product Recommendations that won them the most votes. “Leveraging previous purchase data around seasonality is a winning combination,” said Mike Angoff, Sales Manager. Rob was also a

proponent of this email touchpoint: “I like the callback to last year’s purchases. It feels very personal, like something I would benefit from, if a brand sent me that message.”

Special Mention Award

Finally, we wanted to specially call out our client, Health Products For You, who received a Special Mention Award from our judges. “Health Products for you was a top contender in each category,” suggested Charlie, “and deserves recognition for the depth and breadth of their campaign coverage. They showed immense expertise in creating their audience base and activating their messages across all of their channels: email, web modal, and MMS.”

Health Products For You is a health and wellness store offering a wide range of products from wound care to rehab & therapy. They shone in personalization, recipe usage, and design skills alike, and we simply had to award them for their excellence in working with Zaius.

We are so proud of our contestants and appreciate their participation! We cannot wait to see what new campaigns they will launch in 2021.

Let's Get in Touch



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