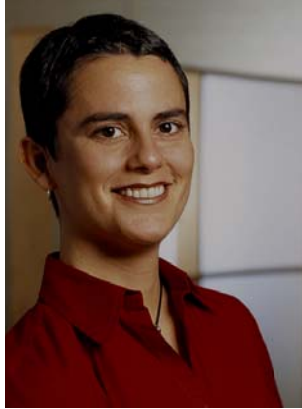


Zamawa Arenas

Principal
ARGUS



Emmy award-winner Zamawa Arenas is Principal of ARGUS, the only Latino-owned advertising agency located in Boston specializing in multicultural marketing. As an ARGUS Principal, Zamawa directs the client service teams, and is responsible for strategy and planning work for agency clients. Her experience in marketing communications benefits from 16 plus years in the industry, including public relations, broadcast media management, and internet development.

Zamawa began her career in her native Venezuela as a newspaper journalist and turned public relations manager for the National Association of Graphic Arts. Still searching for her niche, she turned to cable television and worked her way up to programming and promotions director for a cable network of three channels. In 1994, Zamawa moved to Boston to pursue graduate studies at Boston University. After obtaining her master's degree she saw potential in the then-emerging Internet sector and started an online media company with two associates. After the company launched Zamawa decided to move on and joined ARGUS founder Lucas Guerra to reposition the agency from a graphic design firm to a full-service marketing firm in 1997.

Zamawa is a recipient of the 2005 Pinnacle Award from the Greater Boston Chamber of Commerce, and was named 2005 Leading Woman by the Girl Scouts Patriot Trail Council. She received the 2006 Give Liberty a Hand award from the Massachusetts Immigrant and Refugee Advocacy Coalition. She was also inducted into the YWCA Academy of Women Achievers Class of 2006.

Zamawa currently serves on the boards of several organizations including the Boston Children's Chorus, Children's Hospital Boston Community Partnership, the Commonwealth Institute's Women of Ethnic Diversity Initiative, One Family, and the WGBH Corporate Executive Council. In 2006, Mayor Thomas M. Menino appointed Zamawa to the Boston Public Library Board of Trustees.

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.

Zamawa holds a Master of Science degree in broadcast administration from Boston University.