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Marjorie Brody to Share Self-Marketing Strategies for KTA

Salisbury, MD – Opportunity does not come knocking on anyone’s door – especially in tough economic times. Businesspeople, women especially, have to find and make their own opportunities.

That’s the message that Marjorie Brody, Founder & CEO of BRODY Professional Development, will share when she speaks to a regional conference for Zeta Tau Alpha, an international women’s fraternity, on April 24 in Salisbury, MD.

Brody, a Hall of Fame speaker, and Professional Certified Coach. is author of *Career MAGIC: A Woman’s Guide to Reward & Recognition*. Her “Market Your MAGIC” presentation focuses on five key strategies for self-marketing success – based on the acronym MAGIC.

The only thing that holds many career-oriented women back in the business world is self-inflicted limitations – fear, mannerisms, complacency and lack of confidence.

Marjorie’s message for the young professional women who are searching for a prized promotion or assignment on a special high-profile team: ***Whatever the objective, it can be obtained, if they use effective personal marketing strategies.***

The ZTA conference is comprised of about 300 college women from various college chapters and about 75 alumnae members throughout Maryland and D.C. This year’s theme is patriotic with the slogan of “Stars, Stripes and Zeta Forever.”

Ross explains, “The event is filled with fun friendship connections, awards and recognitions, and the ultimate goal is to provide a sizeable contribution to our charitable foundation for our philanthropic cause which is breast cancer education and awareness, partnered with the Susan G. Komen Foundation.”

Brody said, “I’m honored and excited to be speaking during ZTA’s conference – and to share my success strategies with their women. The Susan G. Komen Foundation is a wonderful organization that continues to help countless women and their families.”

For more details on this event, contact Keena Ross at 302-245-3155; kreed@dmv.com. For more details on Marjorie Brody and her firm, BRODY Professional Development, contact: Miryam Roddy at mrody@brodypro.com.