Founder of ZavoMedia is paying her furloughed crew out of her pocket amid the Covid-19 pandemic

ZavoMedia rolls out a pandemic relief for 200 women



New York, May 10, 2020 (Issuewire.com**)** - The Founder and CEO of New York-based communications company ZavoMedia, Liana Zavo, is setting an example of leadership and employer resilience, yet again through her excellent support and constant encouragement of her employees. During a time where businesses are closed, millions of people are unemployed and furloughed, Zavo, who hosts the celebrated popular business podcast, 'What Makes A Woman,' is breaking the notions of indifferent employer outlook by paying her furloughed crew's wages out of her own pocket. "Furlough has been strictly implemented in various sectors of the business world, and we are maintaining every precaution and promoting these practices across my organization as a way to combat the epidemic," Zavo said.

The Russian-American entrepreneur, speaker, and Internet personality was first known as a PR strategist who expanded her family's restaurant business. Zavo is best known for her work in digital marketing and social media as a female luxury brand marketer. Although her two shows' Liana Zavo Daily Show' and 'What Makes A Woman' podcast, are produced remotely, 15 of her crew members

working as studio camera operators and technicians are not able to contribute their creative skills in the remote recording of the programs. So while they are on the sidelines, she has been paying all their salaries without any hindrance.

According to Zavo, everyone in her crew has been supportive and involved since the very first day of the show, and all of their salaries will be taken care of until production is open for business. "I am hoping this has set a benchmark for employers around the world who have been compelled to release employees on pay leave because of the unprecedented crisis," Zavo said.

ZavoMedia also extended its pandemic relief program to help 200 women in New York City who lost their jobs during this unprecedented crisis. "As part of the comfort and relief program, we have also launched an initiative to recruit 200 new female employees with a knack for media and digital platforms, specifically those who have lost their jobs unexpectedly," Zavo explained. The criteria for the job doesn't require a college degree.

"As my organization continues to grow, the engagement of employees with a background in hospitality will further enable my business and organization to provide quality service and customer convenience in the days to come," she said. "There are many guidelines and standards of service in the hospitality business and imbibing a customer-centric mindset, and being able to manage work calmly and effortlessly even during tremendous pressure is what pushes a company towards achievement."

Zavo has identified the qualities and attributes mentioned above as some of the most significant factors, especially within the sales and operations team at ZavoMedia. They have adopted a remote recruitment process, and their team is growing at an exponential pace. She was one of the very first entrepreneurs to have shown the prospects and convenience of remotely hosting daily shows and podcasts from her home in Queens, New York. This way, many of her fellow business colleagues have also taken to remotely work on their deliverables that have been proving extremely beneficial and functional, especially when everyone is stuck at home.

On Monday, Zavo announced that she would be hosting a remote show, 'What Makes A Woman and Liana Zavo Daily Show Quarantine Challenge,' an aptly titled name in the backdrop of the current outbreak. "It will be a one-hour long show contrary to their usual 45 minutes duration," she said. "The show is aimed at encouraging and motivating my crew members to get through this hard time, conveying that they are going to emerge from this situation together as winners."

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