



# Sophia Rocha

Associate



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## Professional Experience

Sophia Rocha is a competitive asset to the LARA team, a professional real estate team within DAUM Commercial's South Bay office. Sophia graduated from California State University, Long Beach beginning her career utilizing her marketing and public relations skills to rebrand and launch strategic marketing campaigns for several private schools and hospitals in SoCal. Ready for a new challenge she was motivated to pursue her real estate career. She always knew that she loved working with people and to combine her marketing skills and creative problem-solving solutions made it the perfect fit for her. As a versatile component of the LARA team, Sophia utilizes her excellent people skills, customer service, and competitive drive that she has developed throughout her career. She understands the importance of management, especially time management, being well organized and having customer service at the forefront. Sophia is an active member of the Latino Food Industry Association

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