

SHANNON GUZIEL PUCCI

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OBJECTIVE

Managerial position in marketing utilizing multimedia and communication skills

QUALIFICATIONS

Experience with print media, digital media and website creation

- Knowledge in video production, manual creation, package design, newspaper layouts, surveys, mailers, sales kits and data sheets
- Advanced skills in Microsoft Word, Excel, PowerPoint, Adobe Illustrator, Photoshop, Acrobat Professional and Dreamweaver
- Skills dealing in customer service, sales, project management, beta testing, market research and event coordination
- Political knowledge in earned media, fundraising, public relations and press release submission

EMPLOYMENT

DAUM Commercial Real Estate | Los Angeles, CA

2005-present

Director of Marketing

- Built and heads a marketing department to be a critical support service to 11 branch offices and over 145 agents in Southern California and Arizona.
- Fulfills high-level marketing needs efficiently and effectively in a fast-paced, demanding work environment.
- Increases brand recognition by creating new corporate identity including logo, stationary, website, signage, digital and print material as well as advertisements.
- Creates internal network tools and tailors sales pitches to reflect current market conditions and target markets for agents' canvassing and direct mailing.
- Helps agents obtain multi-million dollar property listings by creating sales packets, large presentation boards and accompanies agents to help land listings including (select list):
 - Western Digital's corporate relocation to a 300,000 SF building in Lake Forest, CA
 - The disposition of a 222,000 SF DVD distribution facility in Commerce, CA
 - The sale of a 32-acre facility owned by Dairy Farmers of America in Corona, CA
 - The purchase of a corporate facility for USA Petroleum in Ventura County, CA
- Designs entire marketing campaigns including custom logos, websites, property signs, brochures, fact sheets, direct mail pieces and html e-mail announcements for (select list):
 - ING's 404,085 Class-A, 22-story office building in Glendale, CA (www.500northbrand.com)
 - Technicolor's 908,000 SF / 52.46-acre campus in Camarillo, CA
 - Westlake Park Place, a new 471,000 SF, Class-A office complex in Thousand Oaks, CA (www.westlakeparkplace.com)
 - Southbay Center One, a 300,000 SF retail / office development in Hawthorne, CA (www.southbaycenterone.com)
 - Corporate Ridge, a new 71,844 SF, Class-A office campus in Agoura Hills, CA
 - Several new distribution facilities including 311,658 SF and 185,637 SF buildings in Fontana, CA; a 200,036 SF building in Ontario, CA and a 191,216 SF building in San Bernardino, CA.
 - Several new medical / office developments including Mountain Vista Business Center, a 10.25 site in Mesa, AZ; Sycamore Square, a 43,000 total SF center in Lancaster, CA; North Point Medical Center, a 40,000 total SF complex in Fontana, CA

L'Image Restaurant and L'Image Beauty Boutique | Los Angeles/Sacramento, CA

2005-present

Marketing Consultant

- Designs high-end marketing collateral to increase customer base of Vlade Divac's boutique and restaurant. Maintains client list and creates mailings to increase consumer loyalty and sense of personal contact.

American HealthPro Credit Union | Sacramento, CA

2004-2005

Marketing Specialist, Graphic Designer & Web Master

- Implemented strategic marketing goals to increase membership and community awareness. Managed all marketing needs including designing, writing and executing campaigns/promotions while staying under budget. Administered website redesign.

e. Digital Corporation | **American Technology Corporation** | San Diego, CA

2001-2004

Marketing Communications Specialist II

- Designed sales kits, data sheets, presentations, website graphics, splash screens, product packaging, labels, quick guides and manuals to further establish corporate identity. Assisted corporate buyers and handled media inquirers. Conducted beta testing and consumer surveys to maximize sales potential of a new MP3 player. Made recommendations to aid the CEO and COO.
- Ensured company maintained a sharp, professional and cutting edge look through print material, digital media, tradeshow and web presence to shareholders, OEM clients and consumers in the marketplace. Managed white papers and press releases submission.

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VOLUNTEER WORK

Bob Hope Hollywood USO at Los Angeles International Airport **2007 - Present**

- Provides hospitality and support to military personnel

Kensington Citizen's Advice Bureau and Legal Centre | London, United Kingdom **1998**

Volunteer Consultation Assistant

- Responded to the need for a directory by researching and consolidating information from regional agencies and created a comprehensive booklet that assisted those in need.

Taylor Made Golf Club Company | Carlsbad, CA **1996-1997**

Volunteer Club Tester for Research and Development Department

- Interacted with design engineers to test, evaluate and improve club heads/shafts for marketing, production and customer satisfaction. Increased earnings potential by tailoring club specifications to female golfers.

EDUCATION

Print Material Certificate | Centers for Education & Technology, San Diego, CA **2003-2004**

5 Month, 290 Hour Program

- Training covers artistic and technical skills in image editing, vector file creation, print production, and page layouts.

Bachelor of Science in Business Administration | California State University, San Marcos **2001**

Option: High Technology Management

- Cum Laude
- Sigma Iota Epsilon Business Fraternity