

Shannon Guziel Pucci

DIRECTOR OF MARKETING

Shannon Guziel Pucci brings to DAUM several years of marketing experience while working in a variety of industries, including the fields of high technology and financial services. She previously managed the marketing department of a major regional credit union in Northern California, where she was responsible for Web development, copywriting, promotion planning, graphic design and special event management. Shannon began her marketing career with the San Diego-based e.Digital Corporation by designing product packaging, sales kits and additional print material for MP3 players and other consumer electronic devices. She has also worked as an independent consultant to a number of clients and organizations where she provided services such as designing successful internet and print marketing campaigns as well as coordinating exclusive events.

Shannon sought out the incredible opportunities and exciting platform that was being created at DAUM, and has put her experience and know-how toward assisting its research and marketing team, joining DAUM in October of 2005. At DAUM, Shannon provides value-added marketing support for eleven brokerage locations, throughout Southern California and Phoenix. Shannon's main responsibilities include: web design and print material creation for lease, sale and investment properties. She also manages the corporate identity and branding for DAUM and also explores new, cutting-edge methods to maximize market reach for specific target audiences. Shannon is an energetic and highly motivated individual who brings to DAUM, a customer-driven, can-do attitude, combined with a strong knowledge of graphic design and corporate communications.

Education: California State University, San Marcos
B.S. 2001: Business Administration, Cum Laude
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