



WORD MEDIA MANAGEMENT, LLC

BECAUSE A BRAND IS MORE THAN A WORD

Shana Davis, Managing Director

With 20 years of industry experience, Shana Davis handles WMM's day-to-day operations. In this role, she is responsible for driving the firm's strategic growth.

Previously, Shana served as the Director of Marketing for Girl Scouts of Greater Atlanta where she established and led the Council's strategic marketing communications department, and achieved annual marketing goals resulting in: an average of \$556,575K in earned media, maintaining external visibility as a top 10 of 112 Girl Scout Councils, driving year-over-year membership growth, securing the largest United Way support of all Girl Scout Councils—\$942.5M, raising \$15M in revenue, and maintaining the second largest Girl Scout national family campaign of \$359K.

In addition, under Shana's leadership, Girl Scouts delivered a successful year-long comprehensive 100th Anniversary Campaign which launched Council's fundraising events program and resulted in revenues 113% above goal, investor ROI averaging 128%, and execution of the first comprehensive Atlanta market public relations campaign resulting in 10,487,208 media impressions which contributed to national recognition by the Harris Pole as *Turnaround Brand of the Year*.

Prior to her role with Girl Scouts Shana held several progressive leadership roles. She was a Vice President of Communications with Citigroup's Global Consumer Group. In this role, Shana led the development and execution of day-to-day internal marketing and communications strategies for The Home Depot credit portfolio. In addition, Shana worked as a team lead for Cohn & Wolfe Atlanta. While with the firm, she developed and executed comprehensive marketing campaigns for several internationally recognized consumer and technology brands such as, Diageo, Embassy Suites Hotels, The Coca-Cola Company and the Synovus Corporation.

While at Cohn & Wolfe, Shana created and executed the 2000 integrated communications plan for United Distillers and Vintners' ethnic marketing division. These programs included Baileys Celebrates Success, benefit fashion shows which supported the Atlanta chapter of the 100 Black Women, advertising and radio promotions targeting aspirational African-American women and Twisted Design, an audio and visual design contest developed for Smirnoff Twist's African-American consumer market.

Before joining Cohn & Wolfe, Shana was the Assistant to the Executive Producer of ABC News' World News Tonight and a promotions assistant with Good Morning America. While with ABC News, Shana was part of the Emmy Award winning production team for broadcasts such as "The War in Kosovo" and "The Death of John F. Kennedy, Jr." and was part of the group that launched the "Concert in the Park" series featuring acts such as James Brown and Cheryl Crow.

Shana holds a Master's degree in Integrated Marketing from Temple University in Philadelphia, PA and a Bachelor of Arts degree in English from Spelman College in Atlanta, Georgia.