



WORD MEDIA MANAGEMENT, LLC

BECAUSE A BRAND IS MORE THAN A WORD

Shana Davis, Managing Director

With more than 15 years of industry experience, Shana Davis handles the day-to-day operations at Word Media Management. In this role, she is responsible for client development and for overseeing the firm's strategic growth and development opportunities.

In addition, Shana served as a Vice President of Communications with Citigroup's Global Consumer Group. In this role, Shana managed the development and execution of day-to-day internal marketing and communications strategies for The Home Depot credit portfolio.

Prior to her role with Citigroup, Shana worked as a team lead for Cohn & Wolfe Atlanta. While with the firm, she developed and executed comprehensive marketing communications strategies for several internationally recognized consumer and technology brands such as, United Distillers and Vintners, Embassy Suites Hotels, The Coca-Cola Company and Synovus' pointpathbank.

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 (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 targeting Smirnoff Twist's African-American consumers.

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 Communications from Temple University in Philadelphia, PA and a Bachelor of Arts degree in English from Spelman College in Atlanta, Georgia.

