

Shannon R. GaNun



Shannon R. GaNun is a communication professional with a wide range of experience spanning more than 20 years. She provides quality writing, design, and communication expertise to help clients successfully promote their products and services. She believes that well-written, well-designed materials can increase clients' business and contribute to their bottom line.

Shannon has helped many small businesses, corporations, trade associations, public relations firms, and Members of Congress improve their communication and generate increased interest in their products and services. Her experience in the communication field ranges from writing and designing brochures, newsletters, news releases, letters, and fact sheets, to implementing detailed marketing/communication plans, to writing, designing, and maintaining web sites.

Shannon has conducted marketing and publicity campaigns for many organizations, and her efforts have resulted in editorial mentions in *Elle*, *GQ*, *Playboy*, *Family Circle*, the *Miami Herald*, the *New York Post*, and many other national publications.

Prior to starting her own business, Shannon worked for the International Council of Shopping Centers as the Coordinator of Government Relations Communications. In this capacity, she wrote, edited, and produced a variety of materials, including the bimonthly *Government Relations Report*, brochures, fact sheets, talking points, letters to the editor, and news releases.

Before joining ICSC, she served as a Public Relations Account Executive at IntraVue Marketing Communications in Jacksonville, Florida. She managed the public relations activities of a variety of clients, from a national fitness product manufacturer to the Florida Chamber of Commerce Foundation to Clean Shower, the #1 selling brand of shower cleaner in the United States.

Shannon served as a Legislative Assistant on Capitol Hill for four years, providing support on an extensive array of topics to two Members of Congress. She parlayed her intimate knowledge of the workings of Capitol Hill to a successful stint as the Assistant Director of Federal Government Relations for the American College of Cardiology. There she was responsible for monitoring federal legislative and regulatory activity and communicating this information to College members and staff. She also represented the College's concerns outside the organization, to Capitol Hill, the Administration, various coalitions, and other interested parties.

In addition to her marketing/communication business, Shannon is also very active in the fitness industry. She is an ACE-certified personal trainer who specializes in helping individuals and groups reach their fitness goals. She is also an AFAA-certified group fitness instructor and has taught almost every kind of group exercise class imaginable since the early '90s.

Shannon's continuing interest in health and fitness has led her to use her writing and communication skills to educate people on these issues. She is currently a columnist for *Fitness Edge*, an online magazine for fitness instructors. Shannon is also a public speaker on the subject of fitness and has spoken to various groups throughout the years about the importance of leading a fit and healthy lifestyle. She is also an examiner for AFAA.

Shannon has a double major in journalism and political science from the University of Wisconsin-Madison and a Desktop Publishing Specialist Certificate from The George Washington University. She and her husband, Ed (a Naval Officer and Aviator) have three children, Natalie Rose (10), Jacqueline Marie (8), and James Patrick (6).

As her company grows, Shannon's dynamic leadership and drive will be key to its success. She can be reached at shannon@shannonganun.com.