

# ZANNE AUGUR-DANIELS

e-mail: [zaugur@yahoo.com](mailto:zaugur@yahoo.com)

mobile: (207) 409-9647

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## ACADEMIA PROFILE

BUSINESS, MARKETING & HOSPITALITY INSTRUCTOR — COURSE DESIGN & DELIVERY — STUDENT ADVISING

## PROFESSIONAL PROFILE

STRATEGIC MARKETING — HOSPITALITY & EVENT MANAGEMENT — CLIENT RELATIONSHIP MANAGEMENT

PRODUCT LAUNCH MANAGEMENT — CONTRACT/VENDOR NEGOTIATIONS — BUDGET ADMINISTRATION

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## EDUCATION

M.I.B.S., *with honors*, MOORE SCHOOL OF BUSINESS, UNIVERSITY OF SOUTH CAROLINA

Columbia, SC – May 2001

Graduate Internship with Publicis Groupe; Paris, France

B.A., *cum laude*, WASHINGTON UNIVERSITY

St. Louis, MO – May 1991

Double Major in History and Italian

Junior Year Abroad: Universita di Firenze; Florence, Italy

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## ACADEMIC EXPERIENCE

### UNIVERSITY OF SOUTH CAROLINA

Columbia, SC

August 2021 – Present

#### *BUSINESS COMMUNICATIONS INSTRUCTOR*

Build and deliver quality instruction for required HRSM Business Communications course. SLOs taught include written and oral etiquette in professional settings, development of professional CV and cover letters, ability to outline, organize and deliver business-level correspondence, awareness of the global business world.

- *Career Influencer* recognition (2023)
- *Thank A Teacher* award (2022)

### TECHNICAL COLLEGE OF THE LOWCOUNTRY

Beaufort, SC

August 2018 – August 2021

#### *BUSINESS, MARKETING & HOSPITALITY PROFESSOR*

Build and deliver quality instruction for 100 & 200 level courses in Business, Communication, Management, Marketing and Hospitality. Nurture relationships with students via college & career advising to strengthen outcomes and success.

- Spearheaded the approval & addition of a Business Communication class for Business major
- Selected for Faculty Senate in 2019

### GOLDENWEST COLLEGE

Huntington Beach, CA

January 2016 – July 2018

#### *BUSINESS & MARKETING ADJUNCT INSTRUCTOR*

Course instructor (traditional and online) in the Business Department at the undergraduate level.

- Undergraduate Courses: Introduction to Business, Digital Marketing, Marketing for Entrepreneurs.

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## CORPORATE EXPERIENCE

### WESTFIELD LLC

Los Angeles, CA

March 2008 – May 2013

#### *REGIONAL MARKETING DIRECTOR*

Led all aspects of marketing (strategy, budget, execution, customer service) for 25 Southern California properties. Steered the SoCal marketing team in development and execution of annual strategic plans including grand

openings, major events (Fashion Week, celebrity appearances), promotions, social media, advertising, and third-party programs

- Directed annual \$30M regional marketing spend (never over-budget)
- Hired and trained staff of 15 direct-report and 30 indirect-report marketing professionals
- Received Westfield “Values” Award at 2011 National Conference.

Key Accomplishments

- Designed and executed the strategic marketing plan of four major redevelopment projects:
  - Delivered key retailers to fill all new leasable square footage (Valencia)
  - Doubled PSF sales within 12 months (Culver City, Topanga)
  - Repositioned center to change shopper profile; increased revenue by 30% (Culver City)
- Implemented the Southern California region’s social media strategy:
  - Grew Westfield’s database by 35% in Southern California region.
  - Guided the launch of Facebook for SoCal centers; my region led the national portfolio in “likes”
- Partnered with Hot Topic on Twilight and Vampire Diaries national promotions
- Secured the America’s Got Talent “Search for Cinderella” event for U.S. Westfield centers
- Secured contract to make Westfield Culver City a key 2011 NBA All-Star Weekend location
- Earned ICSC Silver Maxi Award for Westfield Culver City Comprehensive Advertising Campaign

**ECLIPSE LLC**

Dubai, UAE

October 2002–October 2005

*FOUNDER / EVENT MARKETING MANAGER*

Built and executed Eclipse’s global marketing plan. Established relationships with international hospitality, media, and press organizations to drive brand awareness.

- Crafted strategic marketing initiatives for a diverse portfolio of international clients in several industries (Oil & Gas, Retail, CPG); organized PR events for government clients, major consumer events gorilla marketing programs for shopping centers, “goodwill” productions for American clients.

Key Accomplishments

- Grew operation from start-up to 20 employees, generating US\$3M in gross revenues within the first year.
- Directed event production for the 2003 FIFA Annual Congress.
- Designed and produced the KBR (Halliburton) client event at the 2004 LNG 14 Conference.

**INSTITUTE OF INTERNATIONAL RESEARCH**

London, England & Dubai, UAE

July 2001–July 2002

*BUSINESS DEVELOPMENT MANAGER*

Launched IIR’s New Products Division in the Middle East

- Conducted SWOT analysis to assess market climates and identify high ROI event opportunities.

Key Accomplishments

- Created and directed B2B conference: *Gulf Traffic*. The event focused on infrastructure challenges throughout the Gulf due to population growth.
- Fostered alliances with UAE government and the Gulf Cooperation Council to secure exclusive rights for coveted industry trade shows.

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***Additional Career History Includes:***

**ZANNADU CONSULTING**

Corona del Mar, CA

October 2014 – August 2018

*STRATEGIC MARKETING & EVENTS CONSULTANT*

Partnered with clients (*United Way, Hyatt Hotels, Caldwell Banker*, and technology start-ups) to execute Go-to-Market launch strategies, strategic marketing plans, media plan design, event execution, and hospitality negotiations (event vendors, suppliers, etc.)

**GEORGE P. JOHNSON (GPJ)**

North Easton, Massachusetts

January 2006–December 2006

*STRATEGIC PROGRAM MANAGER*

- Produced 300+ strategic events for IBM’s Systems and Technology Group (STG). Repositioned the International STG & Software Roadshow campaigns into a single, integrated, global campaign that reduced costs by 35% and increased attendance by 25%.