



Shaundell Newsome

AUTHOR/CREATOR
TWELVE STEPS OF MARKETING
A PERFECT GUIDE TO BRANDING

Shaundell Newsome, a Two-Time SBA Award Winner is the author and creator of The Twelve Steps of Marketing, A Perfect Guide to Branding. He's the Founder/Visionary of Sumnu Marketing, a premier Marketing Firm based in Las Vegas, Nevada.

Shaundell started his career as a graphic designer for Brooklyn based Lou Edna Graphics in 1982 while he was a freshman attending the H.S. of Graphic Communication Arts in Manhattan, NY. He started his own graphics operation at fourteen to provide party invitations for girls and tape covers for rappers in his neighborhood. After graduating he enlisted in the U.S. Air Force and served for ten years. Later, he joined Station Casinos and was a major contributor to its famed Boarding Pass Rewards Loyalty Program launch.

Shaundell has served on many prestigious boards including the American Marketing Association (AMALV) Las Vegas and Public Relations Society of America (PRSA) LV. Today, he's a strong national small business advocate as co-chair of Small Business For America's Future and Chairman of the Urban Chamber of Commerce Las Vegas.

SUMNU MARKETING

Sumnu Marketing is a minority-owned, woman-owned, and veteran-owned business that is designed to assist other small businesses with growth through the marketing process. Driven by its original 12 Steps of Marketing process, Sumnu focuses on the intangibles. Sumnu's branding philosophy is to create brand awareness, build loyal customers to establish constant cash flow for business sustainability.

SSZ

The Sumnu Solutions Zone is an online marketing mentorship platform to help small business owners and entrepreneurs create brand awareness, loyal brand champions, and constant cash flow.

www.sumnumarketing.com

www.sumnusolutionszone.com

