

# SHANNON E. ADAMS

Web & E-mail Developer

**Location:**  
Vero Beach, Florida

**Contact:**  
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**Portfolio:**  
🌐 Shannoneadams.com  
📌 Shannonadams8611/

## ABOUT ME

I'm a skilled and motivated HTML email and web developer with over 10+ years of experience designing and implementing responsive, engaging digital content for both non-profit and corporate organizations. Possessing a strong background in marketing, communications, and graphic design, I effectively integrate technical expertise with creative strategy to develop visually compelling e-mail marketing campaigns, digital marketing strategies and websites.

## EDUCATION

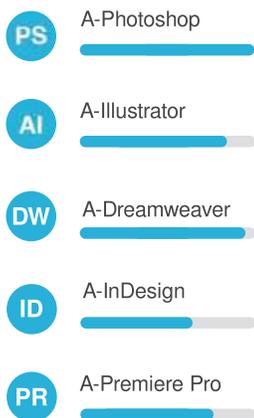
**2017** **University of Florida**  
Masters of Art in Web Design and Online Communication  
Dean's List: Fall 2015, Spring 2016, Summer 2016, Fall 2017

**2013** **University of Central Florida**  
Bachelor of Science in Radio and Television  
Minor: Digital Media

**2008** **Florida Institute of Technology**  
Bachelor of Arts in Communications  
Minor: Business  
Athletic Scholarship: Women's Varsity Soccer

## SKILLS

### SOFTWARE



### CODING



## EXPERIENCE

- 2021 to PRESENT** **Windstar Cruises**   
*Miami, FL*  
**E-mail Lifecycle Manager**  
Develop and deliver timely coded HTML e-mail templates for consumer and B2B digital marketing campaigns. Continually A/B test e-mail content, templates and strategy in Litmus to optimize conversions and engagement in regards to design, messaging and deliverability on a variety of e-mail clients.
- 2019 to 2021** **Orlando Magic**   
*Orlando, FL*  
**Digital Marketing Strategist**  
Responsible for end-to-end creation of email marketing ad-hoc and drip campaigns and strategy to segmented consumers and audiences. Managed HTML e-mail template coding and design as well as deployments within Salesforce CRM while creating highly targeted and personalized e-mails utilizing dynamic content.
- 2017 to 2019** **Special Olympics Florida**   
*Clermont, FL*  
**Director of Communications**  
Developed and executed the marketing and communications plans with stake-holders and audiences, managed all crisis communications and fostered key media and communications relationships. Lead external communication by authoring blogs, monthly newsletters, annual report collateral, traditional correspondence, scripts, and PSA's.
- 2015 to 2017** **Special Olympics Wisconsin**   
*Madison, WI*  
**Marketing Director**  
Responsible for designing, creating, and delivering marketing programs and collateral to support the growth and expansion of developmental goals. Provided design and direction for advertisements, web, and other visual communications media for the organization to create awareness of the company's business activities and increase donor revenue.

## CERTIFICATIONS

**Google Digital Marketing & E-commerce Professional**

Coursera - 2022

**Salesforce Marketing Cloud Email Specialist**

Salesforce - 2021

## CRM EXPERIENCE

**Salesforce** **HubSpot** **Marketo**

**MailChimp** **Braze** **Klaviyo**

**Constant Contact**