

SHANNON E. ADAMS

Web & E-mail Developer

Location:

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32966

Contact:

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Portfolio:

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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

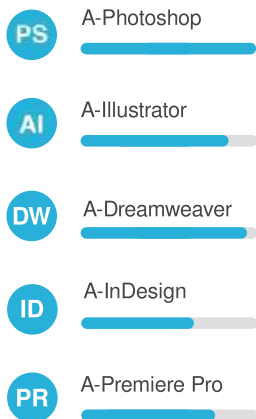
2017 **University of Florida**
Masters of Art in Web Design and Online Communication
Dean's List: Fall 2015, Spring 2016, Summer 2016, Fall 2017

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 2019 **Windstar Cruises** 
Miami, FL
E-mail Lifecycle Manager
Manage the development and execution of responsive HTML email campaigns within HubSpot, supporting the full campaign lifecycle from design implementation to deployment. Translated Figma designs into mobile-optimized emails, building and maintaining templates and workflows, managing segmentation and CRM-driven campaigns, and collaborating cross-functionally with marketing and creative teams.

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 **Constant Contact** **Klaviyo**