

SHANNON E. ADAMS

Web & E-mail Developer

Vero Beach, Florida

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.

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

CRM EXPERIENCE

Salesforce HubSpot Marketo
MailChimp Constant Contact Klaviyo