

# 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 template coding and design as well as deployments within Salesforce CRM while creating highly targeted and personalized e-mails utilizing dynamic content.

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.

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.

## CRM EXPERIENCE

Salesforce   HubSpot   Marketo  
MailChimp   Constant Contact   Klaviyo