

SHANNON E. ADAMS

Web & E-mail Developer

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PADI

Dear Hiring Team,

The Email Marketing Coordinator role at PADI immediately stood out to me because it combines two areas I'm deeply connected to: email marketing and the underwater world. With more than ten years of experience in email marketing development and campaign execution—alongside a strong personal connection to scuba diving, ocean exploration, and travel—I'm excited by the opportunity to help engage global audiences through meaningful, adventure-driven marketing.

In my current role at Windstar Cruises, I manage the execution of global email campaigns across promotional, newsletter, and lifecycle communications. I collaborate cross-functionally with marketing, creative, and operational teams to coordinate timelines, manage approvals, ensure accurate deployment, and support campaign optimization through testing and reporting. Working in the travel industry has strengthened my ability to balance engaging storytelling and attention to detail required to execute campaigns successfully in fast-paced environments.

Throughout my career, I've combined technical expertise with strategic thinking to support measurable business growth. At Windstar Cruises, I've supported cross-channel email initiatives that contributed to consistent year-over-year conversion growth of approximately 7%, while also assisting with platform and template optimization efforts. Earlier in my career with the Orlando Magic, I supported customer lifecycle campaigns focused on fan engagement and retention. My background includes HTML email development, campaign QA, segmentation support, A/B testing, reporting analysis, and working within multiple enterprise email marketing platforms.

PADI's mission genuinely resonates with me. Scuba diving has become one of the most meaningful parts of my life, not only for the adventure it offers, but for the connection it creates with the ocean and the importance of protecting it. The opportunity to combine my marketing experience with a company dedicated to exploration and ocean advocacy is incredibly motivating to me.

Thank you for your time and consideration. I would welcome the opportunity to bring both my professional experience and enthusiasm for the diving community to PADI.

Sincerely,



Shannon E. Adams

E-mail Lifecycle and Developer 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.

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.

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.

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.

CRM and ESP EXPERIENCE

Salesforce

Marketo

MailChimp

Braze

Klaviyo

Constant Contact