

SHANNON ADAMS

EMAIL DEVELOPER AND WEB DESIGNER

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PROFILE

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

CURRENT

NORTHWESTERN UNIVERSITY
Advanced Certificate
Digital Marketing and AI: Strategies for Growth

2017

UNIVERSITY OF FLORIDA
Master of Art
Web Design and Online Communication

2013

UNIVERSITY OF CENTRAL FLORIDA
Bachelor of Science
Radio and Television

2008

FLORIDA INSTITUTE OF TECHNOLOGY
Bachelor of Arts
Communication

EXPERIENCE

Present

EMAIL DEVELOPER — Orlando, Florida
Travel + Leisure

Responsible for coding, testing, deploying, and troubleshooting responsive, high-performing HTML email campaigns across Salesforce Marketing Cloud and HubSpot platforms. Navigate platform-specific tools, personalization logic, and automation workflows to ensure seamless campaign execution.

2021 to 2026

EMAIL DEVELOPER MANAGER — Miami, Florida
Windstar Cruises

Managed 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 optimized emails, building and maintaining templates and workflows, managing segmentation and CRM-driven campaigns, and collaborating cross-functionally with marketing and creative teams.

Continued

DESIGN SKILLS

Ps Ai Id
Pr Fl Ae
Xd Dw Au Lr

CODING SKILLS

EXPERIENCE

2010 to 2021

DIGITAL MARKETING SPECIALIST — Orlando, Florida

Orlando Magic

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.

2018 to 2019

DIRECTOR OF COMMUNICATIONS — Orlando, Florida

Special Olympics Florida

Developed and executed the marketing and communications plans with stake-holders and audiences, managed all crisis communications and fostered key media relationships. Lead external communication by authoring blogs, monthly newsletters, annual report collateral, traditional correspondence, scripts, and PSA's.

PLATFORMS

WordPress Drupal SFMC Hubspot Mailchimp Marketo

PROFESSIONAL CERTIFICATES

- GOOGLE DIGITAL MARKETING & E-COMMERCE PROFESSIONAL CERTIFICATE
- GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE
- GOOGLE AI PROFESSIONAL CERTIFICATE
- HUBSPOT EMAIL MARKETING CERTIFICATION COURSE

PORTFOLIO