

Shannon Crabill—Email & Front-End Developer

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Skills

Adobe Creative Suite, Bootstrap, CSS, Design Systems, Digital Design, Email Development, Git, GitHub, HTML, Kanban, JavaScript, Lean Methodology, Rally, Responsive Design, Open Source Software, Progressive Web Applications, User Experience Design, Web Accessibility Standards, WordPress

Projects

Restaurant Reviews App

[Project website](#) | February 2018 – Present

- Implemented progressive web and offline technologies to convert a static webpage to a mobile-first
- Updated HTML to meet or exceed accessibility best practices
- Utilized Sails.js API server for restaurant and review data
- Implemented Javascript functionality to allow a user to add a restaurant as a favorite or write a review

Confidence Builders

November 2018 – Present

- Functioned as SME to the agile team focusing on redesigning the B2C email communication strategy
- Worked with product owners & database marketers to ensure personalization data could be implemented
- Collaborated with UX, creative & copywriting teams to create an MVP product within a 2-week agile sprint

Experience

Senior Email Developer at T. Rowe Price

Owings Mills, MD | February 2018 – Present

- Collaborate with database marketers on data points needed for B2B & B2C campaigns via Kanban methods
- Contribute to implementation and testing of ADA compliant, responsive template system
- Creation and maintenance of email playbook of trends, style guidelines and best practices
- Manage the creation of quality check documentation and processes

HTML Email Developer at T. Rowe Price

Owings Mills, MD | October 2013 – February 2018

- Translated 50+ copy documents weekly into email designs using template guidelines
- Deployed 10+ email campaigns weekly across B2B and B2C audiences
- Assisted in maintaining brand consistency across 50+ emails weekly

HTML Email Designer at Real Magnet

Bethesda, MD | December 2011 – October 2013

- Updated corporate website and landing pages
- Provided the design of 2–3 original client email templates and landing pages weekly
- Supported and troubleshoot client template rendering issue

Education

Mobile Web Specialist, Nanodegree

Udacity | 2018

Wordpress & Mobile Web Designer, Certificate

Skillcrush | 2016

Graphic Design, Bachelors of Fine Arts

The Art Institute of Washington | 2007 – 2011