Rachel Pappadis

Marketing Manager & Graphic Designer

✉ rpappadis@gmail.com

📞 503.■■■■■■

🌐 rachelpappadis.com

SKILLS

- **Design Software:** *InDesign, Illustrator, Photoshop, and Sketch*
- **Programming languages:** *HTML, CSS, SQL, and JavaScript*
- **CRM Software:** *Salesforce, MailChimp, SendGrid, Benchmark, and Bronto*
- **CMS Software:** *WordPress, Wagtail, Drupal, and Magento*
- **Email Marketing Software:** *Moveable Ink and Litmus*
- **Project Management Software:** *Asana, Jira, Trello, and Zendesk*

EDUCATION

University of Oregon
SEPT 2011 to JUNE 2015
BA in Advertising
Minor in Computer Science

WORK EXPERIENCE

Email Marketing Manager
AUG 2022 to JULY 2023 (Contract)
Amazon Business

- Built emails for US, Japan, and Canada using HTML, Salesforce, and Movable Ink
- Tested emails for US, Canada, and Europe using Litmus
- Ran weekly A/B tests to optimize email designs and copy
- Created weekly reports on email performance and analyzed results
- Designed display ads for social media and web
- Worked with Tech Team to transition emails into new in-hose ESP
- Monitored and maintained target audience lists

Email Marketing Specialist
OCT 2020 to AUG 2022
Vacasa

- Designed and built marketing/transnational emails using HTML and Movable Ink
- Tested emails using Litmus to ensure they were error free on all devices
- Created monthly campaign schedule and assigned work to teammates
- Pulled and segmented audience data
- Broke email revenue records every quarter while in this position
- Had multiple email designs featured on reallygoodemails.com

Digital Marketing Specialist
NOV 2019 to MAR 2020
Vacasa

- Built new pages and updated old pages for the website
- Created graphics and sourced images for the website and social media

Production Designer
JAN 2019 to JULY 2019
iVet360
- Designed, built, and tested e-newsletters for clients using MailChimp
- Designed social media graphics and digital campaigns
- Created monthly infographics to be used in emails, social media, and print

Graphic Designer
SEPT 2017 to APRIL 2019
Storables

- Designed all exterior/interior signage, print collateral, and digital ads
- Developed and designed email campaigns using HTML & CSS
- Created website graphics and assisted the web manger in maintaining the site

Graphic Designer & Webmaster
JAN 2016 to SEPT 2017
Pacific Residential Mortgage

- Designed marketing materials for Mortgage Bankers
- Maintained PRM's website and their subsidiary's website using WordPress
- Ordered and produced print ready artwork for all company promotional items
- Managed inventory for online promo item store

Graphic Designer
MAY 2013 to JUNE 2015
Northwest Indigenous Language Institute

- Created marketing collateral (postcards, brochures, etc.)
- Illustrated children's story books which were used to teach Chinukwawa