

*rachel
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🌐 rachelpappadis.com

skills

- **Design Software:** InDesign, Illustrator, Photoshop, Dreamweaver, 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, Litmus, and Knak
- **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
- Ran weekly A/B tests to optimize email designs and copy
- Managed monthly campaign calendar in Asana
- Created weekly reports on email performance and analyzed results
- Designed digital ads for social media and web
- Worked with Tech Team to transition emails into new in-house 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 marketing emails 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 manager in maintaining the site

Graphic Designer & Webmaster

JAN 2016 to SEPT 2017

Pacific Residential Mortgage

- Designed digital and print 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