rachel pappadis

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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/transactional 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