

Shannon Crabill | Front-End Developer

Contact

240-547-7543

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shannoncrabill.com

Education

Bachelor of Fine Arts, Graphic Design

The Art Institute of Washington, Arlington, VA

Experience

HTML Email Developer

T. Rowe Price

October 2013–Present

- Edited, Quality Checked and launched approximately 10–15 pre-existing email campaigns per day for Retirement Plan Services, Institutional, Corporate and Retail clients
- Collaborated with Brand + Creative and business partners to develop an email template system that leveraged the T. Rowe Price Brand Guidelines, business needs and email best practices
- Served as Brand Advocate and Subject Matter Expert to a team of 10+ Email Developers focused on maintaining brand integrity, email best practices and consistency across campaigns
- Designed and developed User Interface, User Experience and spec guide for internal app, Bluefire, in collaboration with Brand + Creative, GBS&T and business partners

HTML Email Designer

Real Magnet

December 2011–October 2013

- Worked with external clients to design and develop custom branded emails templates
- Developed responsive email templates using HTML, CSS and media queries
- Updated corporate Wordpress website and marketing materials

Professional Organizations

AIGA Baltimore

Skills

Axure, CSS, Dreamweaver, HTML, Illustrator, InDesign, Photoshop