

Shannon Crabill — Software Engineer

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SKILLS

A/B testing, Agile, Active Record, CRUD Operations, CSS, Git/Github, HTML, Javascript, Kanban, Process Mapping, Progressive Web Applications, Quality Assurance, Responsive Design, RESTful Routes, Ruby, Ruby on Rails, Sinatra, SQL

EXPERIENCE

UnitedHealthcare, Edina, MN (Remote)

Senior Email Developer, *May 2019 - Present*

- Execution of ad-hoc and journey based B2C & B2B email communications
- Update template components for accessibility best practices
- Build and deploy emails using HTML, CSS and SQL logic to allow targeted, dynamically driven emails to be delivered across an audience segment or individual
- Perform quality assurance testing and optimization focusing on rendering across devices and browsers

T.Rowe Price, Owings Mills, MD

Senior Email Developer, *February 2018 – May 2019*

- Self-managed email production queue of 75+ tasks daily
- Collaborated with marketing partners on personalization and audience data points for email campaigns
- Developed playbook of email best practices and industry statistics using user experience design principles
- Subject matter expert to the agile team focusing on email strategy for B2C communications

Email Developer & Designer, *October 2013 – February 2018*

- Designed and tested ADA compliant, responsive email template system
- Translated 50+ content documents weekly into email designs using design system guidelines and email best practices
- Decreased billable time by 30% through process improvements, documentation and template creation
- Deployment of 10+ email campaigns weekly across B2B and B2C audiences
- Mentorship of junior teammates on processes and brand guidelines

TECHNICAL PROJECTS

Open-source Javascript Application – How Many Days Until Halloween? – [Github](#) | [Demo](#)

An open-source, Javascript-based countdown timer to the spookiest day of the year. [How Many Days Until Halloween?](#) was created with first-time contributors in mind so that they could contribute to open source projects during Hacktoberfest. It received over 70 contributions in Oct 2017 and was the subject of my [CodeLand 2019](#) talk on managing an open-source project.

Ruby Sinatra MVC Application – Wine Journal – [Github](#)

[Wine Journal](#) is a Sinatra based CRUD application for tracking your favorite wines. The application uses an MVC framework and includes user sessions, RESTful routing, and multiple models with has_many and belongs_to relationships.

EDUCATION

Flatiron School — Software Engineering Bootcamp

2020 (EXPECTED)

Art Institute of Washington — BFA, Graphic Design

2017 – 2011