

Shannon Paton

Baltimore, MD 21211

+1 (860) 866-6016

srppaton@gmail.com

LinkedIn: [@shannon-paton](#)

Education

University of Maryland Global Campus | Adelphi, MD

Anticipated June 2022

- Bachelor of Science in Digital Media & Web Technology
- GPA: 4.0

Mount Holyoke College | South Hadley, MA

May 2018

- Bachelor of Arts in Environmental Studies
- Graduated *magna cum laude*; GPA: 3.93
- Environmental Activist Award (May 2018)

Related Experience

Junior Web Producer | World Resources Institute | Washington, D.C.

Nov 2021 - Present

- Publish content and microsites on WRI.org in collaboration with digital and comms teams
- Contribute to web strategy, content layout, and content migration planning & implementation
- Assist with project management including support for upgrades and strategy for external sites
- Design and implement custom SquareSpace sites for initiatives outside of WRI.org
- Reduced SEO errors from 9,174 to 2,280 since June 2021 with SEMRush and weekly reporting

Digital Content Intern | World Resources Institute | Washington, D.C.

June 2021 - Nov 2021

- Published project pages, insights publications, events, and profiles on WRI.org using Drupal
- Created multi-page wireframes in Figma for external campaign sites using SquareSpace
- Wrote custom HTML and CSS for microsites and formatting on WRI.org

Market Mobile Associate | Farm Fresh Rhode Island | Providence, RI

Sep 2018 - June 2019

- Assisted with management of wholesale listings on online platform
- Sent twice-weekly order reminder emails with featured products using MailChimp
- Coordinated ordering and issues for 150 wholesale customers and 120 producers

Sustainability Fellow | Mount Holyoke College | South Hadley, MA

May 2017 - May 2018

- Crafted web content including text, images, and interactive maps for Sustainability web pages

Certificates

- HTML, CSS, JavaScript for Web Developers | Johns Hopkins University at Coursera June 2021
- Web Design: Strategy and Information Architecture | California Arts at Coursera July 2021

Skills/Software

- CMS experience, primarily Drupal
- Proficient in HTML and CSS
- Practiced in writing JavaScript
- Effective text editing in Sublime Text
- Project management using Asana
- Analyzing with SEMRush and GA
- Web content strategy planning
- Scheduling and meeting coordination
- Wireframing with Figma
- Site design using SquareSpace