

# Rachel Pappadis



rachelpappadis.com

## skills

- **Design Software:** InDesign, Illustrator, Photoshop, Dreamweaver, and Figma
- **Programming languages:** HTML, CSS, SQL, AMPscript, and JavaScript
- **CRM Software:** Salesforce, MailChimp, SendGrid, Benchmark, and Bronto
- **CMS Software:** WordPress, Wagtail, Drupal, and Magento
- **Email Marketing Software:** Movable Ink, Litmus, and Knak
- **Project Management Software:** Asana, Jira, Trello, and Zendesk

## education

**University of Oregon**  
2011 - 2015

BA in Advertising  
Minor in Computer Science

## work experience

*Marketing Professional and Graphic Designer based in Portland, OR, with over 10 years of experience across print and digital projects, including 5 years specializing in email marketing.*

### Email & Web Marketing Specialist

Truckstop.com | February 2024 - November 2025

- Developed emails using Salesforce Marketing Cloud, HTML, and AMPscript
- Tested emails across multiple clients using Email on Acid
- Created and managed Marketing Cloud data extensions using SQL
- Built and maintained journeys and automations in Salesforce Marketing Cloud
- Completed additional web and graphic design projects

### Contract Email Marketing Manager

Amazon Business | August 2022 - July 2023

- Built and designed emails for US, Japan, and Canada
- Ran weekly A/B tests to optimize email designs and copy
- 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

### Email Marketing Specialist

Vacasa | October 2020 - August 2022

- Designed and built marketing/transactional emails using HTML and Movable Ink
- Had multiple email designs featured on [ReallyGoodEmails.com](https://ReallyGoodEmails.com)
- Created monthly campaign schedule and assigned work to teammates
- Pulled and segmented audience data
- Broke email revenue records every quarter while in this position

### Digital Marketing Specialist

Vacasa | November 2019 - March 2020

- Built new pages and updated old pages for the website
- Designed graphics for social media and web marketing campaigns

### Production Designer

iVet360 | January 2019 - July 2019

- 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

Storables | September 2017 - April 2019

- Designed all exterior/interior signage, print collateral, and digital ads
- Developed and designed email campaigns using HTML & CSS
- Created website graphics and assisted with website maintenance

### Graphic Designer & Webmaster

Pacific Residential Mortgage | January 2016 - September 2017

- Designed digital and print materials for mortgage bankers
- Maintained two company websites using WordPress
- Managed inventory for online promo item store

## experience continued

### **Graphic Designer**

**Northwest Indigenous Language Institute | May 2013 - June 2015**

- Designed marketing collateral (postcards, brochures, etc.)
- Illustrated children's story books which were used to teach Chinukwawa

## volunteer

### **Marketing Committee Member & Caregiver**

**Animal Aid | 2018 - 2020**

- Created marketing pieces as needed and attended quarterly marketing meetings
- Cleaned shelter and provided care for shelter cats