

Shannon Drees

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Passionate, self-starting online marketing and web technology specialist with 3 years of combined professional experience using HTML and CSS to produce high quality websites, web assets, and emails, and a year's experience using Marketing Cloud to develop and implement email communication strategies. Highly proficient in using Figma and Adobe Photoshop to produce web and email wireframes and layouts to support high quality experiences across desktop and mobile devices.

Skills

HTML & CSS • SQL • MS Office Suite • MS Power Automate • Salesforce Service Cloud • Salesforce Marketing Cloud • Adobe Photoshop • Adobe Illustrator • Figma • Marketing automation • Email design and development • Linux systems • Bash CLI

Experience

DEC 2022 – JAN 2024

CRM Executive | Upp

Utilised Salesforce Marketing Cloud, HTML, CSS, and SQL to create and send email and SMS messaging which increased registrations, sales, and retention rates. Developed marketing automations to produce seamless end-to-end customer journeys and implement service improvement plans. Produced email designs and layouts, working closely with creative teams to brief new marketing visuals to produce relevant and consistent graphics and assets.

OCT 2021 – DEC 2022

Customer Service Manager | Upp

Recruited and developed an effective customer service team. Contributed to Trustpilot score increase from 4.4 to 4.9 through robust training and procedures. Worked closely with Salesforce business analysts to deliver system improvements. Produced detailed requirements and briefs for system improvements to Service Cloud. Compiled and presented insightful weekly and monthly reporting for the wider business and senior leadership team using Salesforce reports, Excel, and Powerpoint.

MAY 2021 – OCT 2022

Customer Service Assistant | Upp

Helped initiate the customer service area in a brand-new start-up telecommunications company. Produced its first processes, documentation, and scripts for providing high quality support. Learned how to effectively use the Salesforce platform and Service Cloud to log contacts and cases in a manner conducive to high quality reporting.

2014 - 2015

Web Designer | Self-employed

Used HTML, CSS, Javascript, WordPress and PHP to develop responsive and SEO-friendly websites for local small businesses with a focus on improving search engine presence. Designed and modified vector and raster logos and web graphics using Adobe Photoshop and Illustrator. Concurrently maintained several codebases including ad hoc changes and bug fixes. Provided additional support for domain setup and configuration.

2013

Technical Support Representative | teleNetwork

Provided detailed, high-quality technical support to DSL customers to resolve connectivity and software issues.

Certifications

Salesforce Certified Marketing Cloud Email Specialist • October 2023