

JEFF ADAMSON

PORTFOLIO/ CONTACT

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SKILLS

Adobe CC

Salesforce Marketing Cloud

HTML5

CSS3

SQL

AMPscript

Email Campaigns

Customer Journeys

Automation & Trigger Sends

Data Segmentation

Personalization

Analytics

User Research

Digital Design

Wireframes

Prototyping

UI/UX

JavaScript

Marketing Engagement

Branding

Remote Collaboration

Always Learning

EDUCATION

Rensselaer Polytechnic Institute / Bachelors

Electronic Media, Arts, and
Communication

EXPERIENCE

Caesars Entertainment / Email Marketing Specialist

Remote, Las Vegas / 2017 - 2020

- Conceptualized, designed and coded dynamic email campaigns, journeys, templates, microsites, and automations focused on customer lifecycle/retention/engagement
- Collaborated with marketing, data, and stakeholders to develop HTML/visual/content solutions to meet objectives, email best practices, improve KPIs, and elevate email builds
- Developed new, reusable, content blocks and templates to make complex data easily digestible, personalized, customer-centric, and responsive
- Deployed and QA'd emails to millions of international customers, pulled analytics, customer research, and improved customer engagement using Salesforce Marketing Cloud CRM
- Wrote and ran SQL queries to segment data/audiences for enhanced targeting and AB testing
- Remotely assisted team members with HTML, CSS, cross-compatibility, and design, ensuring brand compliance, evolving brand standards, and proper rendering
- Maintained multiple open project management tickets, and self-directed project processes

Decision Counsel / Senior Designer

Remote, Berkeley / 2014 - 2016

- Designed websites through iterative feedback on sitemaps, wireframes, and prototypes
- Organized design hierarchies to simplify user interface and experience
- Managed timelines and worked with other remote designers and engineers to prioritize and deliver on objectives
- Led other designers in problem solving with new concepts, design, and branding

Las Vegas Sun / Lead Commercial Product Designer

Las Vegas / 2008 - 2013

- Designed, directed, managed, and coded new digital experiences for LasVegasSun.com
- Utilized analytics, A/B tested concepts, and user insights to increase product traffic and KPIs
- Coordinated strategic design and branding iterations with sales and trafficking to deliver advertiser needs and meet marketing/partnership objectives, while advocating for the user

Zappos / Senior Designer

Las Vegas / 2006 - 2007

- Led the redesign and rebrand of Zappos.com and 6pm.com
- Collected and managed input from marketing, buyers, vendors and engineers to launch verticals, digital gift cards, and reimagined email marketing campaigns
- Directed creative services team, hired and mentored web designers and developers