

# Shawn Pellacani

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## Summary

Self-motivated Account Manager eager to contribute to strategic objectives through proactive administration and focus on user experience. My sales, management and customer service experience provides a multi-dimensional perspective to analyzing business problems and implementing solutions. Driven to exceed expectations as an individual and in collaboration with teams, and adaptive to any environment.

## Key Skills

- Salesforce Certified System Administrator
- Front-end web developer
- Relationship-building, customer service, brand advocacy
- Customer-first approach to analyzing and formulating solutions
- Organizational and planning skills, with efficient execution to meet deadlines
- Extensive experience as a leader, team member and independent self-starter
- Experienced in training both technical and non-technical learners

## Technologies

- Salesforce CRM, Salesforce CLI, VS Code, Git/Github, HTML, CSS, Javascript, Node/npm, Adobe Photoshop, CMS (Wordpress, Squarespace), MS Office

## Work Experience

### Technical Account and Digital Marketing Manager, Spyglaz, July 2019 to present

- Technical Sales for a machine-learning based customer retention SaaS platform in a dynamic startup environment, including new account onboarding and customer support
- Digital Marketing responsibilities include development and deployment of a corporate website
- CRM evaluation and recommendation, plan implementation

### Freelance Web Developer, 2016 to July 2019

- Based in Europe for 2 years, where I completed a web developer certification. Worked freelance for a variety of clients, mainly non-profits
- Web development, marketing and deployment of custom web sites for non-profits using HTML, CSS, Bootstrap, Javascript, PHP, Wordpress, HTML Accessibility and responsive design
- Updated existing non-profit websites on a variety of platforms including WordPress, Squarespace and Wix

**Account Manager, MarketSource, Inc., 2006 to 2015**

- Managed Western territory including Northern California, Pacific Northwest, Southwestern and Midwestern states
- Developed marketing and incentive programs to drive sales and increase market share
- Built relationships at all levels of B2B and retail structures, including signing new distributors and negotiating additional products on existing accounts
- Expanded brand advocacy social marketing program via Twitter, Facebook and blogs
- Product demonstration, training, and merchandising activities at conventions and through promotions
- Trained clients and consumers in use of products and services
- Managed 30 – 40 representatives for inside field sales and marketing

**Volunteer experience**

- Trained seniors to use computer, MS Office, email and web browsing
- Prepared taxes for seniors thru VITA program
- Volunteered weekly at Second Harvest of Silicon Valley food bank

**Education**

- Salesforce Certified Administrator (SCA)
- University of Hawaii, Business Administration and Accounting
- UCSC Extension Silicon Valley - Technical Writing
- LinkedIn Learning - Professional and Web Development courses
- Udemy - Professional and Web Development courses
- Codecademy - Web Developer Certificate
- Salesforce Trailhead Training

**Salesforce Trailblazer Profile:** <https://trailblazer.me/id/spella>

**LinkedIn profile:** <https://www.linkedin.com/in/shawn-pellacani-7127b639>