

Shannon Ellery Hubbell

Web Developer

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Professional summary

Creative web developer, writer, and project manager with experience building websites, applications, responsive emails, animated assets, and virtual event experiences for clients including Autodesk, Adobe, Cisco, Salesforce, and Google. Skilled in quality assurance, content management systems, social media, motion graphics, and collaborating with designers and clients to deliver engaging digital experiences.

Work History

Web Developer (2018-present)

Freelance

- Develop websites for clients such as Autodesk, Adobe, and Cisco, delivering customized digital experiences aligned with client requirements
- Create animated videos for web assets, adding motion graphics that strengthen digital marketing and audience engagement
- Develop responsive HTML emails for HubSpot and other CRMs, supporting consistent communication across devices and marketing platforms
- Build web applications and experiences for live virtual events, enabling interactive digital engagement for remote audiences

Viewstream (2008-2018)

Senior Web Developer

- Developed websites and applications for companies such as Autodesk, Adobe, Salesforce, and Google, delivering tailored digital experiences for enterprise clients
- Managed quality assurance on responsive web projects across desktop and mobile devices, improving consistency and functionality before launch
- Built interactive touchscreen applications using web technologies for internal and external events, creating engaging event experiences
- Created email templates and managed localized email campaigns using Salesforce, supporting coordinated communications across regional audiences
- Created animated HTML banners and managed retargeted ad campaigns, strengthening digital advertising initiatives through motion-based creative
- Collaborated with designers and clients to refine requirements, aligning project deliverables with creative goals and stakeholder expectations
- Trained clients in using content management systems such as WordPress, improving their ability to maintain and update website content

Viewstream (2007-2008)

Video Editor, Animator, Web Developer

- Edited marketing videos and created motion graphics, strengthening visual storytelling and supporting promotional communications
- Updated websites with current news and press releases, keeping online content accurate, timely, and relevant to visitors

Cerrito Speakeasy Movie Theater (2007-2008)

Shift Manager

- Managed shift workers across the box office, server, and kitchen teams, coordinating daily operations and maintaining service continuity
- Counted tills at shift close, supporting accurate cash reconciliation and financial controls
- Introduced special screenings and events

- Shut down the 35mm projector after the last screening of the night, completing end-of-day theater operations safely and reliably

See Change (2006-2007)

Production Manager

- Edited documentaries and created motion graphics for nonprofit evaluations, clarifying program outcomes through compelling visual storytelling
- Filmed video interviews, capturing source material for evaluative documentaries and organizational communications
- Coordinated with the company team to determine b-roll locations and shot b-roll footage, supporting complete and context-rich documentary production
- Created interactive menus for DVDs, improving navigation and accessibility for viewers accessing documentary content

Passion Projects

Museum of Art and Digital Entertainment (2019-present)

Volunteer Web and Social Media Project Manager

- Supervise the website for a museum, archive, and educational nonprofit, maintaining accurate and accessible online content
- Write social media posts that promote museum programming, educational initiatives, and organizational updates to online audiences

Education

- Drama and Communications (Film),
University of New Orleans, 2000 to 2005
- Creative Writing
New Orleans Center for Creative Arts, 1997 to 1999