

MIKAELA SLANEY

MARKETING/DESIGN

CONTACT

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EDUCATION

MGE MANAGEMENT EXPERTS

2013-2014

TRAINING FOR
PROFESSIONALS: MARKETING

ROGER WILLIAMS UNIVERSITY

1999 - 2003

B.A. IN COMMUNICATIONS /
MARKETING

SKILLS

UX/UI Design | Adobe XD Wireframing
Responsive Website Design | Landing
Pages | Email Design | CSS / HTML /
Javascript | Front End Development
Photoshop | GIF Creation | Google
Analytics | Event Tracking | Email
Automation Systems | Direct Mail

PREVIOUS ROLES

MARKETING SPECIALIST
LAW OFFICE OF RUSSELL J. MATSON
2012-2013

JOURNALIST
GATEHOUSE NEWS / QUINCY SUN
2004-2012

EXPERIENCE

JR. UX/UI DESIGNER | CREATE + CONQUER

MARCH 2018-PRESENT

- Participate in discovery workshops with clients to collect data on their business, audience and objectives.
- Translate client business requirements into engaging website experiences.
- Create interactive site Adobe XD wireframes and Photoshop-based sitemaps for clients.
- Work collaboratively with a developer and the client to carry out functionality specifications and edits.
- Carry out client marketing requests including letter head designs, marketing decks, and PowerPoint presentations.

DESIGNER, SPECIALIZED FULFILLMENT | THRIVEHIVE

MAY 2015-JUNE 2017

- Design and fulfillment of responsive websites, landing page, and automated emails with a focus on graphic design and lead generation.
- Tested and maintained functionality in links, content, and mobile responsiveness.
- Provided campaign management support to sales reps and clients.
- Implement campaign tracking and Google Analytics.
- Implementation of pixels for retargetting advertisement functionality.
- Aided in reputation monitoring and list optimization.

MARKETING SPECIALIST | PO PO CHUI DMD, LLC

NOV 2013 - MAY 2015

- Boosted Google ranking from page 5 to page 1 through a complete redesign and SEO improvement of the company website.
- Designed materials including letters, postcards and brochure newsletters.
- Designed Social media graphics and videos for facebook, twitter and Google+.
- Newspaper, GoogleAdWords and facebook boosted advertising.
- Constant outreach programs including referral programs, gift bags, community events, advertisements, and other mailings.