

MIKAELA SLANEY

MARKETING/DESIGN

CONTACT

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MALAY_S@YAHOO.COM

SLEEK-MARKETING.COM

EDUCATION

MGE MANAGEMENT EXPERTS

2013-2014

TRAINING FOR PROFESSIONALS:

MARKETING

ROGER WILLIAMS UNIVERSITY

1999 - 2003

B.A. IN COMMUNICATIONS /

MARKETING

SKILLS

Graphics | Sketch | UX/UI
Design | LinkedIn/FB Ads |
Responsive Website Design
| Landing Pages | Email Design
| CSS / HTML | | Interactive
PDFS | Adobe XD Wireframing |
Javascript | Photoshop Event
Tracking | Frontend Development
| GIF Creation | Google
Analytics | Email Automation
Systems | Direct Mail

PREVIOUS ROLES

MARKETING SPECIALIST

LAW OFFICE OF R.J. MATSON

2012-2013

JOURNALIST

GATEHOUSE NEWS / QUINCY SUN

2004-2012

EXPERIENCE

VISUAL DESIGNER | BOSTON SCIENTIFIC

FEBRUARY 2020 - OCTOBER 2020

- Design responsive web-based products adhering to BSC branded typography, color, and layout.
- Fulfill marketing products including emails, display and social media ads, social media graphics.
- Create graphics for landing page development team.
- Document and Interactive Internal branded document design.

SELF EMPLOYED WEBSITE DESIGNER | SLEEK-MARKETING.COM

FEBRUARY 2019 - FEBRUARY 2020

- Exploratory consultation of business goals and consumers.
- Business site updates/edits and builds on Wordpress, Wix, Squarespace.
- Website SEO optimized textual content creation and photo editing.
- Website quality assurance link and form testing.

JR. UX/UI DESIGNER | CREATE + CONQUER

MARCH 2018-FEBRUARY 2019

- Participate in discovery workshops with clients to collect data on their business, audience and objectives.
- Create interactive site Adobe XD wireframes and Photoshop-based sitemaps
- 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.
- Test and maintain functionality in links, content, and mobile responsiveness.
- Provide campaign management support to sales reps and clients.
- Implement campaign tracking and Google Analytics.
- Implementation of pixels for retargetting advertisement functionality.
- Aid 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.
- Design materials including letters, postcards and brochure newsletters.
- Design Social media graphics and videos for facebook, twitter and Google+.
- Outreach / referral programs, giftbags, events, ads, and mailings.