

MIKAELA SLANEY

📞 774-269-1734

✉️ mikaelaslaney@gmail.com

🌐 portfolio: mikaelaslaney.com

SKILLS

Photoshop
Illustrator
Canva
Figma
Social Media Graphics
Display Ads
Printed Collateral
Responsive Websites
Landing Pages
Email Campaigns
Logos
Brand Style Guides
CSS HTML Edits
Interactive PDFs
Wireframes
GIF creation
SEO
Google Analytics

CERTIFICATION

Digital Marketing
Hubspot Academy - 2025

Intro To Figma
Simplilearn - 2025

UX FUNDAMENTALS
Gymnasium - 2022

Customer Service
Dale Carnegie - 2017

Marketing Strategy
MGE Inc. - 2014

EDUCATION

Roger Williams University
Communications/ Marketing

EXPERIENCE

ART DIRECTOR | HOLLYWOOD AGENCY

AUG 2022 - JUNE 2023

- Led digital design across social media, logos, ads, email campaigns, and websites for the agency and agency clients.
- Created high-performing display ads and social media visuals that drove engagement and conversions.
- Built and branded responsive websites (Wix, WordPress), optimizing for lead generation.
- Launched the agency's first TikTok campaigns for clients - filmed, edited, scheduled calendars.
- Developed brand style guides; improved SEO via Google verifications and reviews.

VISUAL DESIGNER | BOSTON SCIENTIFIC

FEB 2020 - OCT 2020

- Designed responsive, brand-consistent digital assets: emails, display ads, web graphics.
- Created visuals for landing pages and internal interactive documents.
- Maintained high design standards for typography, tone, layout, and color.

FREELANCE WEBSITE DESIGNER

FEB 2019 - FEB 2020

- Designed branded websites and created content on WordPress, Wix, and Squarespace.
- Conducted client discovery to align design with business goals and target audiences.
- Created logos and SEO-optimized content for small businesses.

JR. UX/UI DESIGNER | CREATE + CONQUER

MARCH 2018-FEB 2019

- Led discovery workshops to gather user and business insights.
- Designed high-fidelity wireframes and prototypes (Photoshop).
- Collaborated with developers; delivered branded marketing assets and decks.

DESIGNER, SPECIALIZED FULFILLMENT | PROPEL MARKETING

MAY 2015-JUNE 2017

- Produced responsive websites, landing pages, and automated email campaigns for Propel Marketing clients.
- Ensured mobile functionality and optimized email and landing page conversion following best practices standards.
- Provided campaign management support to sales reps and clients.
- Tracked client campaigns and used A/B testing to improve results.
- Managed retargeting ad campaigns and implemented pixel tracking.