

MIKAELA SLANEY

DIGITAL DESIGNER

Marketing | Web | Email

📞 774-269-1734
✉️ mikaelaslaney@gmail.com
🌐 portfolio: mikaelaslaney.com

DESIGN

Photoshop
Illustrator
Canva
Brand Identity Design
Layout Design
Social Media Graphics
GIF Creation
Interactive PDFs

WEB

Wix
WordPress
Website Updates
Basic UX/UI Principles
Content Editing
Responsive Web Design
Mailchimp
Klaviyo
Unbounce
WordPress
Google Analytics
SEO Optimization

SUMMARY

Digital Designer with over eight years of experience creating marketing, web, email, and brand assets for agency, corporate, and small business clients. Skilled in high-volume creative production across social media, display advertising, email campaigns, websites, and branded marketing materials. Experienced in working closely with marketing teams to translate requests into clear, effective visual solutions under fast-paced deadlines.

EXPERIENCE

FREELANCE DIGITAL DESIGNER

Website Editing and Branding

NOV 2025 - PRESENT

- Wix website design for small business client, including layout, visual design, and content updates
- Provided ongoing marketing consultation and website support based on client needs
- Created additional branding and digital marketing graphics and assets as needed

ART DIRECTOR | HOLLYWOOD AGENCY

Digital, Web, and Marketing Design

AUG 2022 - JUNE 2023

- Served as primary designer supporting multiple agency clients across digital, web, email, and social media projects
- Produced high-volume creative assets including social media graphics, display ads, email campaigns, and website visuals under fast-paced deadlines
- Designed and maintained client websites, including updates, troubleshooting, and rebuilding pages to resolve issues and meet client requirements
- Created brand style guides and visual identity guidelines to ensure consistency across client marketing materials
- Collaborated with account and marketing team members to translate client requests into design deliverables
- Managed multiple concurrent projects in a high-volume agency environment with frequent turnaround demands
- Mentored an intern designer and provided feedback on design execution and website development

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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

EARLY CAREER

Journalist, Gatehouse News

EXPERIENCE

VISUAL DESIGNER | BOSTON SCIENTIFIC

Email and Social Media Design

FEB 2020 - OCT 2020

- Supported internal marketing and communications teams with digital design assets
- Created visual materials for email campaigns and internal communications
- Designed email and social media graphics within strict brand guidelines
- Assisted with the production of marketing assets for internal and external initiatives
- Collaborated with cross-functional teams including marketing and communications

JR. UX/UI DESIGNER | CREATE + CONQUER

Website Wireframes and Branding

MARCH 2018-FEB 2019

- Participated in discovery workshops and stakeholder interviews to gather business requirements and user insights for client projects
- Assisted in documenting project requirements, user needs, and site structure recommendations
- Designed high-fidelity website and mobile mockups in Photoshop and contributed to user flows and sitemap development
- Created website graphics, presentation decks, and branded marketing materials to support agency and clients
- Worked directly with clients and internal teams to ensure design solutions aligned with project goals and branding

DESIGNER, DESIGN TEAM | PROPEL MARKETING

Digital Asset Design

MAY 2015-JUNE 2017

- Designed and built customized email campaigns for multiple client accounts using the Klaviyo platform
- Created graphics for email marketing campaigns and client websites while maintaining brand consistency
- Developed landing pages in Unbounce to support email marketing initiatives and lead generation efforts
- Supported a high-volume client portfolio with fast turnaround times as part of the design team
- Began on the Specialized Fulfillment team supporting high-spend client accounts before transitioning to a broader design role