Shawn-Michelle "Miki" Johnson

Senior Digital Marketer & UX Designer | Creative Strategist

Contact

(651) XXX-XXXX

New Brighton, MN

designer@mikistarr.com

linkedin.com/in/
shawnmichellejohnson

mikistarr.com

Career Summary

Experienced, user-centered senior digital marketer with 10+ years of expertise in graphic design. Demonstrated success in optimizing campaigns, achieving 10% annual cost reduction, and fostering a 25% growth in customer acquisition through email marketing and social media efforts. A graduate of UX and frontend development bootcamps and student of modern SEO, blending creativity with technical proficiency for innovative solutions. Learn more: www.mikistarr.com/brandstory

Education

UC Davis
Online

Search Engine Optimization (SEO) Specialization

CareerFoundry Bootcamp
Online

UX Design w/Front-end Web Development for Designers

Art Institute of Ft Lauderdale
Fort Lauderdale, FL

Graphic Design & Visual Communication

Professional Experience

DigieMade Photography – St. Paul, MN   November 2023 – February 2024

Web Designer and Digital Marketing Manager (Freelance)

- Designed and implemented a captivating and informative landing page for digiemadephoto.com/usexhibit, resulting in a 149% surge in website traffic and a 6% increase in exhibit attendance.
- Utilized Adobe Photoshop within a user-centric design framework and performed keyword research to conceptualize and cultivate brand identity.
- Designed, developed, and wrote optimized content for the newly branded e-commerce website.
- Crafted a comprehensive email welcome journey and triggers, achieving an average 8.1% CTR.
- Developed an on-going content and SEO strategy to enhance online visibility and boost search engine rankings for digiemadephoto.com, resulting in a 118% increase in site traffic within the first month.

Portico Benefits – Edina, MN   June 2022 – February 2023

Content and Digital Marketing Specialist

- Defined holistic digital marketing strategies for lead generation and retention, emphasizing integrated social media initiatives.
- Analyzed web analytics to optimize social media performance, and measure the success of marketing campaigns.
- Achieved a 12% increase in engagement through the execution of a paid media campaign on LinkedIn.
- Managed website content, built email templates, and landing pages, to support and enhance marketing initiatives creating a more cohesive and effective marketing approach.

ECMC Education – Minneapolis, MN   March 2018 – May 2022

Senior Digital Marketing Specialist

- Transitioned CRM platform, saving $10K annually and contributing to 25% growth in customer acquisition.
- Formulated and authored an email marketing and content strategy across three campuses, introducing updated workflows and triggers for new lead and student email journeys.
- Collaborated with the IT team to develop an API, seamlessly connecting CRM to a database of 50K leads and active students, allowing for the use of dynamic fields, segmenting, and improved reporting.
- Implemented A/B testing and mobile-friendly templates, achieving average of 20% open rate and 3% CTR in email campaigns.
- Provided actionable reporting to cross-campus Admissions teams, contributing to enhanced conversion rates through data-informed decision-making.
- Managed social media accounts for three campuses, realizing a remarkable 37% YoY increase in engagement for internal and external audiences.
- Contributed to creating a more inclusive workplace as founding member and leader of DEI group.

Tools Used

Figma

Github

Marvel

Lysnna

Hootsuite

Adobe XD

Wordpress

Sprout Social

Active Campaign

Visual Studio Code

Salesforce Marketing Cloud

Review Trackers

Premiere Rush

HTML/CSS

Wix Studio

Photoshop

Javascript

Illustrator

InDesign

Hot Jar

Shawn-Michelle "Miki" Johnson

Senior Digital Marketer & UX Designer | Creative Strategist

Teddy B's Gourmet Popcorn – Minneapolis, MN   **October 2016 – June 2020**

Creative Director & Digital Content Creator (Freelance)

- Executed targeted marketing strategies, including social media campaigns and print collateral, which increased the overall visibility and market impact of the company.
- Cultivated brand loyalty through responsive online engagement, within 24 hours, aligning with a comprehensive online marketing strategy, reinforcing trust and loyalty.
- Achieved a significant improvement in social media presence, with an over 200% increase in engagement and a 67% rise in following.

Multiband Corporation – New Hope, MN   **August 2010 – March 2015**

Marketing Supervisor

- Led a collaborative team of two designers, one videographer, and one logistics professional, promoting teamwork and productivity.
- Coordinated cross-functional teams to ensure brand consistency, managed communication with printers, drafted budgets, and prepared marketing plans.
- Supervised team tasks and spearheaded incentive programs to drive performance.

Senior Graphic Designer

- Created impactful digital and print marketing collateral for both the company and B2B partner, emphasizing graphic design and brand representation.
- Led initiatives to enhance product installations through informative leave-behind materials, advertisements, and corporate sales materials.
- Established and implemented a comprehensive corporate style guide resulting in a visually cohesive brand representation and strengthened brand recognition.
- Facilitated web updates and site design via our content management system (CMS), enhancing user experience and increasing site traffic by 27%.
- Authored efficient marketing templates, resulting in notable time savings and resource optimization, contributing to a more streamlined and productive marketing process.

Additional Projects

CareerFoundry Frontend Web Development Bootcamp – Online   **August 2023 – October 2023**

Frontend Web Designer and Developer | Portfolio Website

- Built responsive websites from scratch in VS Code using HTML, CSS, and JavaScript.
- Used Github for version control and collaborative coding.
- Incorporated UX design principles and user testing for iterative improvements.
- Ensured clean and consistent code through code linting practices.

CareerFoundry UX Bootcamp – Online   **March 2023 – August 2023**

UX/UI Researcher and Designer | Ask Olive Web App and Olivia Series Native App

- Conducted in-depth user research, usability testing, and translated findings into actionable design recommendations.
- Created wireframes, prototypes, and mockups following Material Design principles.
- Improved design based on user feedback and usability testing results.
- Developed a unified and distinctive UI design system.

Additional Skills

User flows

Automation

Prototyping

Data analysis

Design thinking

Content creation

Project management

Information architecture

Responsive design

Creative writing

Visual design

Wireframing

Research

Mockups

SEO