

Shawn-Michelle “Miki” Johnson

Senior Digital Marketer & UX Designer | Creative Strategist

Career Summary

User-centered senior digital marketer with 10+ years of experience blending graphic design expertise with strategic digital campaign execution. Proven ability to drive customer acquisition and reduce costs through targeted email marketing, social media, and website optimization. Technically skilled in UX principles, frontend development, and modern SEO best practices, with hands-on proficiency in tools like Klaviyo and other email production platforms. 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

EVEREVE – Edina, MN

April 2024 – Present

Email Production Specialist (Contract)

- Manage the end-to-end production of email marketing campaigns (minimum 5 weekly) in Klaviyo, translating art director wireframes into coded designs.
- Implement a rigorous testing process, diligently incorporating feedback and executing necessary design and content corrections to ensure accurate and effective deployments.
- Ensure timely and accurate delivery of daily email communications through meticulous scheduling and proactive monitoring.
- Update and optimize email flows monthly for both EVEREVE and Trendsend within Klaviyo, contributing to enhanced customer journeys.
- Leverage graphic and web design expertise to refine email visuals and create engaging GIF animations from video content, enhancing overall campaign impact.

DigieMade Photography – St. Paul, MN

November 2023 – February 2024

Web Designer/Developer and UX Writer (Freelance)

- Designed and implemented a captivating and informative landing page for DigieMade photo exhibit, 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.
- Redesigned and developed branded e-commerce website; authored SEO-optimized copy to drive traffic and engagement.
- 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.
- Utilized web and social analytics to inform content strategy, boost engagement, and assess campaign ROI.
- Achieved a 12% increase in engagement through the execution of paid media campaigns 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.

Contact

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 mikistarr.com

Tools Used

Figma
Github
Marvel
Klaviyo
Lysnna
Hootsuite
Adobe XD
Wordpress
Sprout Social
Email on Acid
Active Campaign
Visual Studio Code
Salesforce Marketing Cloud
Review Trackers
Screaming Frog
Premiere Rush
HTML/CSS
Wix Studio
Photoshop
Javascript
Illustrator
InDesign
Hot Jar

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ECMC Education – Minneapolis, MN

March 2018 – May 2022

Senior Digital Marketing Manager

- 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.
- Provided light project management support to streamline internal marketing workflows and keep cross-functional projects on track.

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, 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 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