




Shawn-Michelle “Miki” Johnson

Digital Marketer & Graphic Designer | Novelist

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Career Summary

Multi-disciplined Digital Marketer with 10+ years of experience and endless curiosity.

Skilled in maintaining brand's online presence with thoughtful strategic planning, quality content creation, and execution of successful email and social media marketing campaigns to support a relevant, digital-first culture.

Education

Capella University
Minneapolis, MN

Front-end Web Development

Art Institute of Ft Lauderdale
Fort Lauderdale, FL
Graphic Design & Visual Communication

Art Institutes International of Minnesota
Minneapolis, MN
Web & Interactive Media Design

Qualifications

Digital Summit Email Marketing Masterclass
2019 & 2021

Google Analytics Certification
Coursework on-going

SEO Masterclass
Coursework on-going

HTML/CSS

Programs Used

Hootsuite
Sprout Social
Active Campaign
Salesforce Marketing Cloud
Adobe Creative Cloud
Google Analytics
Review Trackers
Hot Jar

Relevant Work Experience

Mar 2018 – May 2022
ECMC Education – MN

Senior Digital Marketer

Email Marketing Strategy and Development

- Saved \$10K annually by vetting and switching CRM platforms to one better scaled to our business needs
- Strategized, developed, launched, and managed lead email journey, contributing to a compound annual growth rate of 25% for customer acquisition over the past four years
- Developed robust conditional monthly email strategy which increased online enrollment by 7%
- Maintained average 15-20% open rate and improved click rate through regular A/B testing and use of predictive features
- Created mobile-friendly email templates utilizing custom graphics and photography, personalization, and advanced features based on previous campaign metrics
- Provided detailed reporting which assisted Admissions team with increasing lead conversion

Social Media Management

- Increased social engagement by 37% YOY and fan following by 190% across all channels
- Traveled to 3 US campus locations quarterly photographing school culture and hands-on training to create organic shareable content
- Planned, designed, created, and published organic content which built meaningful customer connections, increased brand awareness, and encouraged community member engagement
- Responded to prospective student comments and questions daily
- Analyzed metrics regularly to continuously increase engagement, awareness, and conversion
- Designed and published guides for coaching internal and external social media use to help support campus engagement efforts

Additional Responsibilities

- Investigated, diagnosed, and troubleshot campus system errors, as needed
- Managed all Marketing-owned system renewals/billing and performed monthly credit card expense reporting on a recurring and ad hoc basis
- Backup graphic designer and copywriter
- Monitored Google Analytics, daily lead reports, and responded timely to reviews on all platforms

Oct 2016 – June 2020

Teddy B's Gourmet Popcorn – MN

Marketing Strategist, Creative Director & Designer (Independent Contractor)

- Increased company visibility and awareness throughout Twin Cities by creation and execution of social media campaigns and print collateral
- Improved recognition of brand by creating a more defined look and visual direction
- Responsible for all photography for social media, print, and web

Aug 2010 – Mar 2015

Multiband Corporation – MN

Marketing Lead & Senior Graphic/Web Designer

Interim Marketing Supervisor [7 months]

- Point of contact for all departments, responsible for team task assignment, management, and timekeeping, visual and written brand consistency, communication with printer, drafting budget and marketing plan, incentive program management, and other responsibilities

Design and Development

- Art direction, creation, and print production of all external digital and print marketing collateral, including coding and design of corporate e-memos, designing print ads, business cards, postcards, banners, event materials, DIRECTV sales ads, corporate sales sheets, style guide, corporate rebrand, website redesign [et al] to drive sales and increase number of product installs