**Mee Moua**Rochester, MN | meemoua125@gmail.com

Driven Marketing Communications Specialist and Creative Director experienced in building and maintaining strong relationships with the local community and organizations through strategic marketing. Customer-focused mindset with the mission to advance businesses and generate brand awareness.

**KEY COMPETENCIES**

* Communication
* Digital Marketing & Agency Experience
* Video Production & Editing
* Microsoft Office Suite
* Customer Service
* Project Management
* Teamwork & Collaboration
* Adaptability & Flexibility
* Time Management & Organization
* Graphic Design

**PROFESSIONAL EXPERIENCE**

**Creative Director,** Zimprovements, Inc. **May 2022 – Present**

* Led the company's first in-house media department to drive cost-effective, high-quality creative solutions
* Independently managed all creative responsibilities as the sole member of the media department
* Contributed to 4k+ sales opportunities in 2023 through creating and executing tactical communication pieces (e.g., sales flyers, brochures, posters, direct mail pieces, etc.)
* Secured sponsorship and booth spots at community events
* Developed a comprehensive sales presentation tool that is utilized in every client consultation, contributing to the sale of 987 projects in 2023, generating $5.95M in revenue
* Ensure brand consistency through aligning creatives with the company’s goals, values, and target audience
* Generate innovative ideas for digital and traditional campaigns, products and advertisements
* Collaborate with digital marketing clients and stakeholders
* Repurpose creatives to extend its value

**Marketing & Media Producer,** Zimprovements DBA Powrful Media **Mar 2020 – May 2022**

* Agency experience: Contributed to Powrful Media’s growth from a startup to a thriving agency, expanding the client base from 4 to 25+ within two years
* Generated a total watch time of 1 million+ views by creating and producing high-quality, engaging video content across multiple client pages, achieving a 5M+ Facebook reach
* Grew and managed multiple client Facebook pages with a combined LIKE of over 100k+ (e.g., creating, scheduling, engaging, responding to comments and messages, etc.)
* Built and maintained relationships with other businesses to expand agency portfolio
* Content Creation: Design and oversee the creation of videos, graphics, images, and infographics
* Distribute Content: Upload and schedule content to various social media platforms
* Build relationships with clients and stakeholders

**ADDITIONAL EXPERIENCE**

**General Service - Transporter,** Mayo Clinic **Jul 2018 – Mar 2020**

* Built and maintained strong relationships with patients and healthcare staff, ensuring a positive experience during patient transport across departments
* Developed trust with patients by providing compassionate, personalized service and addressing their needs
* Collaborated with medical teams to ensure seamless communication during patient handoffs that enhanced overall patient care delivery

**Member Service Representative,** Planet Fitness **May 2016 – Jul 2018**

* Built lasting relationships with gym members by providing high levels of customer service, ensuring each member felt welcome and supported in their fitness journey
* Worked closely with new members to build rapport during onboarding sessions
* Engaged with members to gather feedback, address concerns, and recommend solutions that enhanced member satisfaction and retention

**Repair Technician Specialist,** Safelite Auto Glass **Jan 2014 – May 2016**

* Established strong relationships with clients by delivering high-quality repair services and maintaining clear communication, earning consistently positive customer experience reviews
* Earned customer loyalty by educating clients on repair processes and preventive measures that built trust and satisfaction in the company’s services
* Collaborated with service teams to ensure smooth workflow and timely completion of repairs, strengthening relationships with company leaders, technicians, and external partners

**EDUCATION & CERTIFICATIONS**

**Master of Science in Strategic Media Communication,** Saint Cloud State University – Anticipated Spring 2026

* Relevant coursework in Social Media Metrics & Data Analytics; Leadership in Strategic Media Communication

**Bachelor of Science in Mass Communications,** Bemidji State University

**Associate of Applied Science in Video Production & Filmmaking,** Century College

**Associate of Arts in Liberal Arts & Science,** Century College

**FAA Part 107 Certificate**

**TECHNICAL SKILLS**

**Programs:** Adobe Creative Suite (Photoshop, InDesign, Premiere Pro), Canva, CRM, Data Analysis, CapCut, WordPress, ClickFunnels  
**Social Media Platforms:** Facebook, Instagram, TikTok, Youtube, LinkedIn, Twitter

**Languages:**  English, Hmong