

MAYOOO THA

MARKETING & COMMUNICATIONS MANAGER

☎ 432-517-8389
✉ mayoo.tha92@gmail.com
in LinkedIn.com/in/may-oo-tha
📍 Houston, Texas

SUMMARY

I'm a dynamic and highly motivated digital content marketing manager and professional with a proven track record in increasing brand awareness, driving engagement and generating leads through strategic content marketing campaigns.

EDUCATION

| M.A Digital Media Production
Sam Houston State University
2015 – 2018

| B.A Communication
Trinity University
2010 – 2014

EXPERTISE

Marketing Content Strategy
Content Creation & Design
Email Marketing
Video Production & Editing
Content Writing
Event Planning & Coordinating
Web Management

TECHNICAL SKILLS

HubSpot Marketing CRM
Adobe Illustrator & Photoshop
Adobe InDesign & Premiere Pro
Wix & Wordpress
Microsoft Office

RELEVANT WORK EXPERIENCE

MARKETING AND CONTENT MANAGER

UnifiedCommunications | June 2023 — September 2024

Official reseller of IT products, meeting room and collaboration solutions from leading manufacturers such as Microsoft, Logitech, HP/Poly, Yealink, and more.

- I oversaw the marketing department, maintaining communications with the Partners and spearheading marketing initiatives that aligned with the company's strategic vision
- I collaborated with my team to develop and implement comprehensive content strategy for Partner Marketing, focusing on lead generation and enhancing ROI
- I created and produced marketing content for distribution across email and social media platform, including video and branding design
- I coordinate local corporate events and assist in planning a large event for a technology conference such as InfoComm

DIGITAL MARKETING ASSOCIATE

Skyline Art | July 2020 — May 2023

Houston-based art consulting firm focusing on healthcare design

- I designed and executed email marketing campaigns, employing A/B testing workflows on on Hubspot
- I developed compelling digital content about art production and processes, lifting the voices of in-house and commissioned artist and artisans, resulting in 280% and 150% follower increase on Instagram and LinkedIn, respectively
- Using Adobe InDesign, I designed and developed marketing collateral such as branding and company catalogs, and sales and art consulting presentations

DIGITAL AND COMMUNICATIONS ASSOCIATE

Pomogranit-ADR | June 2018 — Jan 2020

Houston-based natural stone and tile wholesale distributor

- I led the digital rebranding of the company merger with a focus on social media marketing and website development and management
- Using Adobe Illustrator and MailChimp, I designed and executed email campaigns resulting in 450 unique recipient opens for each campaign
- I assisted in event planning for networking and presentations with interior designers and architectural firms