



Meera Roxas

CONTENT CRAFTSMAN | SEO COPYWRITER | WORKPLACE CULTURE TRANSFORMER



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EDUCATION

GEORGETOWN COLLEGE

Bachelor of Arts, Political Science;
Legislative intern for Kentucky
General Assembly

EASTERN KENTUCKY UNIVERSITY

Post-baccalaureate certificate in
paralegal science

AWARDS

Kentucky Colonel

Highest title of honor bestowed by the Governor of Kentucky; received while lobbying for education legislation at the state capitol

Miss America Organization

Held multiple pageant titles and placed in Top Ten at Miss Kentucky Pageant three consecutive years

Belle of the Blue Winner

Oldest tradition at Georgetown College; annual scholarship pageant showcasing intelligence, talent, and poise of students nominated by their peers to compete.

PROFESSIONAL PROFILE

Also known as “Mira Roxanne Baker,” I’m a marketing and communications professional with a proven ability to transform workplace culture and boost brand visibility. My expertise lies in creating engaging content for multi-platform campaigns, event production, and fundraising. My work has helped increase SEO for multiple site pages by over 90% through keyword-optimized copy and raised social media engagement by 141%. During my time as a regional culture leader, I partnered with volunteers to raise enough funds to provide up to 70,000 meals to local families served by Feeding America.

EXPERIENCE

REGIONAL MARKETING & COMMUNICATIONS MANAGER

FirstService Residential, Dallas, TX | 2022 – 2024

- Drove brand visibility and engagement through content creation and digital marketing, reporting directly to the VP of Marketing
- Boosted SEO by over 90% on Texas market office pages by optimizing copy and localizing keywords
- Wrote SEO-friendly articles and partnered with graphic designer to create educational resources for HOA/COA board members
- Interviewed industry experts to localize content and improve SEO, using BrightEdge to refine keyword strategies and increase organic traffic
- Created targeted email copy for HubSpot campaigns and collaborated with campaign manager to set UTM parameters to support sales goals
- Managed social media content, growing our audience by 38% over two years

REGIONAL CULTURE & COMMUNICATIONS MANAGER

FirstService Residential, Dallas, TX | 2018 – 2022

- Increased internal Net Promoter Score (NPS) by 17 points for company culture and 28 points for communication as leader of Texas Culture Club, driving engagement through volunteer initiatives across the region
- Led successful Texas Culture Club fundraisers and supply drives for Feeding America, Toys for Tots, and Soldiers’ Angels
- Organized monthly committee meetings and coordinated activations with volunteers across Texas, focusing on associate engagement and connection
- Managed the Texas Culture Club budget and collaborated with leadership to encourage participation and gain program endorsement
- Spearheaded the creation and promotion of "FirstSource," the region’s first streamlined intranet, boosting usage from zero in 2018 to 45,000+ visits in Q4 of 2023.

MARKETING SPECIALIST & VOICE/PIANO COACH

Dallas Academy of Music & Performing Arts, Dallas, TX | 2017 – 2018

- Created content for press releases, newsletters, and targeted mass emails
- Wrote articles for print and digital publications, promoting Academy events and programs

ENDORSEMENTS

Revolutionized Company Culture

"To say that Meera has revolutionized company culture and communication for the entire Texas region is an understatement. Under her positive and perpetually sunny disposition is the will and drive of a true networking champion."

-Nomination for "Build Great Relationships" Values at Work Award at FirstService Residential Texas

Influential Leadership

"Your leadership has been influential in creating a workplace culture that values open communication, teamwork, and mutual respect. When you got hired [you had] somewhat of a tough crowd...You got a team together and truly changed the environment for the better in our company."

-Note from General Manager of premier community partner served by FirstService Residential Texas

Great Example for Entire Company

"Good stuff, Meera! The Dallas team is setting a great example for all of FirstService."

-Recognition from Scott Patterson, President & CEO of FirstService Corporation

- Developed invitations, Google Ads, and engaging social media content
- Assisted with event planning for recitals and in-house functions, including venue scouting and social media coverage
- Provided private voice and piano lessons to students of all ages

MEDIA CONTENT SPECIALIST & MARKETING CONSULTANT

Forcht Group of Kentucky, Lexington, KY | 2015 – 2017

- Managed social media for multiple Forcht Group companies, including Forcht Bank, My Favorite Things Furniture & Gift Shop (MFT), health & rehabilitation centers, and credit union
- Wrote news releases, advertisements, and digital content (websites, blogs, newsletters, emails), collaborating with graphic designer for visual assets
- Created SEO-friendly content for websites and landing pages, presenting results and campaign strategies at weekly marketing meetings
- Coordinated brand partnerships and wrote promotional copy for events like the American Heart Association's Go Red for Women summit
- Produced promotional videos for MFT and published to 20,000+ Facebook followers; developed MFT email newsletters deployed to 4,000+ recipients

PATIENT RELATIONS COORDINATOR

BeMedispa, Lexington, KY | 2013 – 2014

- Managed front desk operations, focusing on patient acquisition and retention while ensuring a personalized, luxury experience
- Oversaw patient communications and scheduling
- Created promotional content for social media and eNewsletters
- Assisted in planning and hosting events such as Botox Express Days, customer appreciation gatherings, and charity fashion shows
- Processed patient transactions, tracked daily sales, and maintained accurate patient records
- Helped merchandise prestige skin care products

BEAUTY STYLIST

Dior Beauty at Dillard's, Lexington, KY | 2012 – 2013

- Helped women gain more confidence by advising them on Dior cosmetic solutions to achieve their desired look
 - Recognized with Guerlain's Orchidée Impériale Cream award for top sales performance
 - Earned a limited-edition Christian Dior hand fan for delivering the best group presentation on the scientific achievements behind Dior skincare
 - Provided expert guidance on makeup techniques, skincare, and product usage to clients
 - Represented Dior through makeup demos in-store and at networking events
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