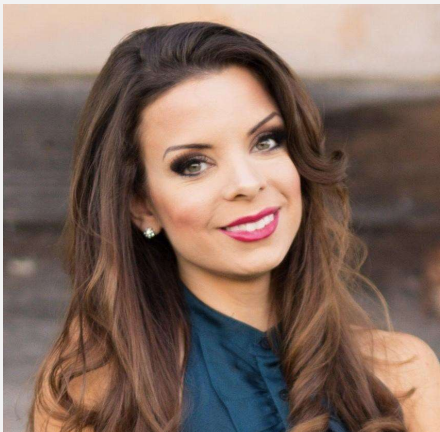




Meera Roxas

COMMUNICATIONS LEADER:

INTERNAL COMMUNICATIONS | EXECUTIVE COMMUNICATIONS | EMPLOYEE ENGAGEMENT



859 457 6265



meeraroxas@gmail.com



Dallas-Fort Worth Metroplex



[linkedin.com/in/meeraroxas](https://www.linkedin.com/in/meeraroxas)



www.meeraroxas.com

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

Great communication builds trust. Whether it's developing **executive messaging**, leading **internal communications**, or simplifying complex information, my goal is always the same: help people feel informed, connected, and engaged. I've partnered with leadership teams to launch a **regional employee intranet** that grew to **45,000+** visits quarterly, and I've managed external communications that reached **62%** email open rates. I'm eager to understand what resonates with an audience and use those insights to shape future communications.

EXPERIENCE

COMMUNICATIONS & MEDIA DIRECTOR

RealManage – Stonebridge Ranch, McKinney, Texas | 2025 – present

- Lead communications strategy for one of North Texas' largest master-planned communities, partnering with executive leadership and cross-functional teams to keep more than 36,000 residents informed and engaged.
- Create content for email, web, print, and digital platforms, including the Association website, weekly Friday Flash newsletter, monthly magazine, executive messaging, and Board communications.
- Develop communications for major organizational initiatives, operational updates, policy changes, and resident engagement campaigns.
- Serve as communications lead for the Association's Beach Club redevelopment, partnering with Board leadership, construction managers, PR partners, City of McKinney officials, and homeowner volunteers.
- **Wins:**
Consistently keep website engagement at **75-80%** monthly
Grew Google Search visibility to **50,000** monthly impressions
Manage communications reaching **13,000+** subscribers

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, growing our audience by 38% over two years

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

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 by 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
- 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