

Mataya Mongeau

Brand builder who turns strategy into content that converts

📍 Elk River, MN

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EXPERIENCE

Marketing Coordinator

May 2024 – Present

Thelen Plumbing, Heating & Air · Elk River, MN

- Led company-wide rebrand across **5+ channels** including logo, brand voice, visual system, and templates
- Drove **+53% Instagram engagement** in one quarter through trend-native short-form video content
- Manage **100%** of marketing operations as sole marketing resource—campaigns, collateral, and brand initiatives
- Coordinate multi-channel advertising across digital and print; reduced proof approval time by **40%**
- Developed lead generation workflows that increased qualified sales calls by **25%**
- Produce **15+ creative assets monthly**: brochures, ads, email templates, photo/video content
- Partner cross-functionally with **3 departments** to align marketing with business priorities

KEY WINS

- Launched brand kit adopted by **100%** of employees
- Standardized email signatures across **20+ team members**
- Built content pipeline producing **4x more job site content**

EDUCATION

B.S. Marketing

May 2024

Minnesota State University, Mankato

Keystone Project: Led **5-person team** analyzing social trends to develop targeted campaign strategy

SKILLS

Marketing

Campaign Strategy

Brand Development

Lead Generation

Multi-channel Advertising

Analytics

Social

Instagram

Facebook

Reels/Shorts

Content Calendaring

Community Building

Creative

Copywriting

Photography

Videography

Short-form Video

Tools

Canva

Meta Business Suite

Microsoft Office

Tableau