

MIA HELPERT

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JUNIOR ART DIRECTOR • CREATIVE STRATEGIST • MARKETING CREATIVE

Creative marketer and multidisciplinary designer specializing in art direction, brand identity, and content strategy. Built and scaled a personal media brand generating 849K+ views and 161K+ likes in three months through platform-native storytelling and creative execution.

EXPERIENCE

Founder, Creative Director & Content Strategist | *indyNYC* Aug 2025 – Present

- Founded and scaled a personal media brand through concept development, art direction, and end-to-end content production.
- Generated 849K+ views and 161K+ likes within three months through strategic storytelling and audience-first creative.
- Directed creative strategy across socials, overseeing ideation, production, editing, copywriting, and brand consistency.
- Analyzed engagement metrics to optimize content performance and audience growth.
- Concepted, directed, and produced branded video content in partnership with Converse, generating 34K+ views and 1K+ engagements through platform-native storytelling and creative execution.

Creative Lead | *Moonflower Creative / CardCatalog App* Sept 2025 – Present

- Lead creative direction and brand strategy for Moonflower Creative and its flagship mobile product, CardCatalog.
- Designed and executed the product's visual identity, UI/UX systems, and launch assets.
- Developed brand positioning and digital marketing materials to support user acquisition and product growth.
- Partner with leadership to align creative initiatives with business objectives and long-term brand development.

Freelance Designer & Art Director May 2022 – Present

- Collaborate with brands and organizations to translate business objectives into impactful solutions across digital and print.
- Directed the social launch and visual identity for Stanford University Skate Club, establishing branding and campaign assets.
- Designed marketing campaigns, branded content, and social assets focused on engagement and audience growth.
- Lead projects from creative conceiving through final execution.

Marketing Apprentice | *Fidelis Creative Agency* Fall 2022

- Improved client conversion rates by 20% through optimized CRM and email marketing systems.
- Managed Google Ads strategy for six clients and supported social campaigns for three brands.
- Collaborated across strategy, copywriting, and design to deliver performance-focused creative solutions.
- Assisted with campaign planning, digital marketing execution, and client communications.

Marketing Intern | *Cedar Frame Real Estate* Sept 2021 – May 2022

- Managed daily social presence across five Facebook pages.
- Increased video viewership by 30% and engagement by 15% through stronger content strategy and creative execution.
- Developed branded social content and marketing assets to support audience growth.

AI Trainer (Freelance) Sept 2024 – 2025

- Collaborated on AI model training through prompt development, response evaluation, and feedback analysis.
- Improved model reasoning, creative outputs, and content quality through detailed performance assessment and iteration.

SELECTED LEADERSHIP & CREATIVE EXPERIENCE

National Student Advertising Competition (AAF NSAC) Spring 2024

- Collaborated on research and strategy development for an integrated marketing communications campaign.
- Led creative execution and designed the final campaign plan book.

Director of Photography | *Finals Week • Buy The Gun • Entropy*

- Collaborated with University of Texas film students to oversee cinematography and visual storytelling across three short films.

SKILLS

Design:

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Lightroom), Figma, UI/UX Design, Graphic Design, Typography, Photography, Videography, Film Editing

Creative Direction:

Art Direction, Brand Identity, Campaign Development, Concept Development, Visual Storytelling, Content Strategy, Copywriting

Marketing:

Microsoft Office, Excel, Social Media Strategy, Google Ads, SEO, SEM, CRM Management, Email Marketing, Performance Marketing, Analytics

EDUCATION

Texas A&M University 2024

BBA, Marketing (Advertising Strategy), Minor in English (Creative Writing)

AdHouse 2026

Exploring the Creative Process