

Melinda Folse

The Folse Group LLC | 817-296-0800 | melinda@melindafolse.com

Strategic communications professional with decades of award-winning professional experience developing, writing, editing, producing, and distributing strategic custom content across a wide variety of industries for professional, corporate, and non-profit clients.

The Folse Group LLC

Writer | Editor | Strategic Communications Consultant, 1991-present

- Created customized creative teams to meet individual client goals and specifications to develop, write, and produce a wide variety of both print and digital projects
- Produced articles, books, and e-books, including hundreds of magazine articles for trade and consumer publications, three successful books for commercial publishers, four collaborative/ghostwritten books for private clients

First United Methodist Church of Fort Worth

Director of Communications, 2012 – 2022

- Developed and managed custom content including website, branding, blogs, strategic messaging, social media, publications, media relations, and crisis communication
- Provided integrated content and messaging to support educational programming, visioning and positioning statements, event promotion, and video production
- Produced and leveraged results including:
 - ◇ that averages around 45,000 visits a day month; 400,352 last year;
 - ◇ blogging platform that reaches an average of 46,17 per month; 554,000 per year;
 - ◇ targeted social media engagement averaging more than 440 times industry average.

Health Care of Texas, Inc.

Director of Marketing and Public Relations, 1989-1991

- Supervised creative team in writing, design, production, and distribution
- Provided comprehensive PR/marketing support for a 250-bed hospital, ancillary care facilities, and private practice physicians

All Saints Episcopal Hospital

PR/Advertising/Marketing Coordinator, 1987 – 1989; 1982 - 1984

- Produced creative content including writing, editing, and production for print collateral
- Provided comprehensive PR/marketing support for 365-bed hospital, ancillary care facilities, and medical staff physicians

Education

Bachelor of Arts, Texas Tech University

Studies in Healthcare Administration, Texas Women's University

Professional Organizations:

American Society of Journalists and Authors

Authors Guild

Public Relations Society of America

International National Association of Business Communicators

More information at melindafolse.com/about; references available upon request.