



Melissa Garcia

word architect | content crafter | brand builder

Contact

Denver, Colorado
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Expertise

Content Creation, Writing, Copy Editing, Communications, Marketing, Publishing, Public Relations, Social Media, Website, Email, News, Podcast, Video Production, Voice-Overs, Training, Data Analytics

Education

Bachelor of Arts in Communication
University of Colorado Denver
Graduated cum laude, 3.9 GPA

Languages

English – *native*
Spanish – *fluent*

Technical Skills

Trello, Jira, Knack, Constant Contact, SharePoint, Simplr, Word, Outlook, Excel, PowerPoint, Forms, Google Workspace & Analytics, WordPress, Sitecore, Uberflip, DSLR photography & videography, Adobe Photoshop, Premiere Pro, Cision, Meltwater, Cvent, Salesforce, DOMO, Jotform, Smartsheet, Bynder, SnapComms, Acrobat, InDesign, Associated Press (AP) writing style, Media Central, ENPS, iNews, Hootsuite

Awards

MedTech Breakthrough Award, 2023
Edward R. Murrow Award, 2016
Breaking News Coverage,
Large Market Television
Westword Best of Denver, 2016
Best Hair on a TV Personality
President's Volunteer Service Award, 2013

About

Award-winning writer with 20 years in marketing, communications, public relations and news media. Skilled at transforming complex concepts into compelling narratives, enhancing brand visibility and driving product awareness through strategic initiatives. Dynamic editor with a talent for managing content across diverse media platforms.

Experience

Product Communications Manager

HealthEdge | Boston, Mass. (remote) | November 2022 – October 2023

- Increased earned media placements by 25%
- Grew social media reach by 22%
- Amplified product and brand awareness among target audiences
- Wrote thought leadership content for subject matter experts
- Managed public relations agency team
- Created corporate brand writing guidelines
- Guided news story publication
- Penned award-winning submissions
- Published quarterly customer newsletter
- Developed weekly executive news scan

Public Relations Marketing Strategist

Denver Health | Denver, Colo. | May 2019 – November 2022

- Served as public information officer (PIO) during COVID pandemic
- Led internal communications for 12,000+ staff-wide audience
- Drove mission-driven culture for large safety net hospital
- Assimilated complex material to inform, engage and inspire

TV News Reporter

CBS Colorado, KCNC-TV | Denver, Colo. | March 2014 – April 2019

- Reported live in top 20 market with 1.5+ million viewers
- Covered breaking news, natural disasters, major crimes and more
- Delivered compelling content under high pressure, tight deadlines

TV News Reporter

NBC, WOAI-TV | San Antonio, Texas | August 2010 – October 2011

- Reported daily on investigative, enterprise and breaking news
- Presented on-air live from the studio, newsroom and field
- Interviewed military heroes, legislators, celebrities and more

TV News Reporter | Anchor | Producer

ABC, KTXS-TV | Abilene, Texas | April 2008 – July 2010

Telemundo, KTES-TV

- Managed crime & courts “beat,” reported live on high-profile cases
- Anchored, reported for and produced monthly show in Spanish
- Coverage appeared on national news networks