

Mercedes Bolen

Director of Communications



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12+ years experience

4+ years tenure with Hillwood

Mercedes Bolen serves as Director of Communications for Hillwood, developer of the 18,000-acre AllianceTexas master-planned real estate project in Fort Worth, Texas. Bolen oversees media and marketing strategies, communication strategies, customer relations, photography services and special events. In addition to the AllianceTexas project, Bolen also oversees these efforts for two additional Hillwood projects, Hillwood Urban and Frisco Station.

Specifically, Bolen develops and sustains brand recognition and quality for Hillwood, AllianceTexas, Frisco Station, Hillwood Urban, and development project sub-brands, including Alliance Town Center, Alliance, and Circle T Ranch. In addition, she is responsible for the creation and execution of all press releases, management of media relations, and creative, design and implementation of collaterals, web design, social media strategies and photography services for these projects.

With an emphasis on superior customer service and development of strong communication strategies with Hillwood's customer and stakeholder base, Bolen also oversees customer events, community activities, special events, and customer-focused publications. Bolen comes with more than 12 years of experience, including the past four years with Hillwood. Prior to joining Hillwood, Bolen spent five years as a Public Affairs Manager in the energy industry, where she oversaw public affairs initiatives in various areas throughout North Texas.

AFFILIATIONS

- Leadership Fort Worth – Board of Directors
- Leadership Fort Worth – Class of 2014
- Northwest Education Foundation – Board of Directors
- Leadership Fort Worth – Leading Edge Alumni (2011)

EDUCATION

- East Carolina University – Bachelor of Science in Communications
- East Carolina University – Master of Business Administration