



# CAPABILITIES



#TEAMZOECOMM

practical, creative, strategic business communications,  
*from z to a.*



THE **ZOE COMMUNICATIONS AGENCY** IS A  
full-service branding and content management  
company.

We help mission-driven brands give voice to the  
marginalized through strategic communications.





# WHO *We are*







# MOTIVATED

*by a girl named Zoe.*

We're motivated by a little girl named Zoe—the boss' daughter. She was born with Down syndrome, so we've learned all kinds of creative ways to communicate with her.

Like so many people, she sometimes gets easily distracted and requires us to be both straightforward AND creative in the way that we talk to and teach her.

**Her story has helped us teach people about how to market clearly, effectively, and creatively.**





STORIES *are*

WHAT WE DO **BEST.**

AND WE'VE GOT ALL THE TOOLS IN OUR TOOLKIT TO TELL THEM WELL.





WITH HONORARY SPEAKER  
MAYOR SACHIEL L. PROCTOR

JIM HAWKINS

FORWARD ★

DE SOTO



*the tools you need to*  
**TELL YOUR STORY**



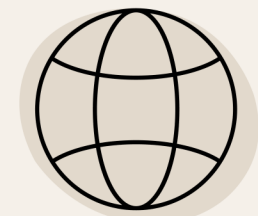
Communications Strategy



Brand + Content  
Strategy



Video + Digital  
Product Development



Website  
Development



Podcast Development  
+ Support



Webinar/Virtual  
Event Support



Event and Graphic  
Design



Social Media  
Engagement









*what you*  
**SHOULD KNOW**



**01**

**WE ARE...**

We are a PEOPLE FIRST company. We think deeply about our clients – the folks for whom we are best suited – and the humans and communities they serve.

**02**

**WE WORK...**

We work with humans who desire to use their powers for “good”.

**03**

**WE WORK WITH...**

We work with non-pofits, cities and communities, schools and universities, chambers of commerce and serious entrepreneurs, soon to be entrepreneurs, too.

**04**

**WE BELIEVE...**

Strategy drives what you create - all day, everyday.







*brand*

# MANAGEMENT



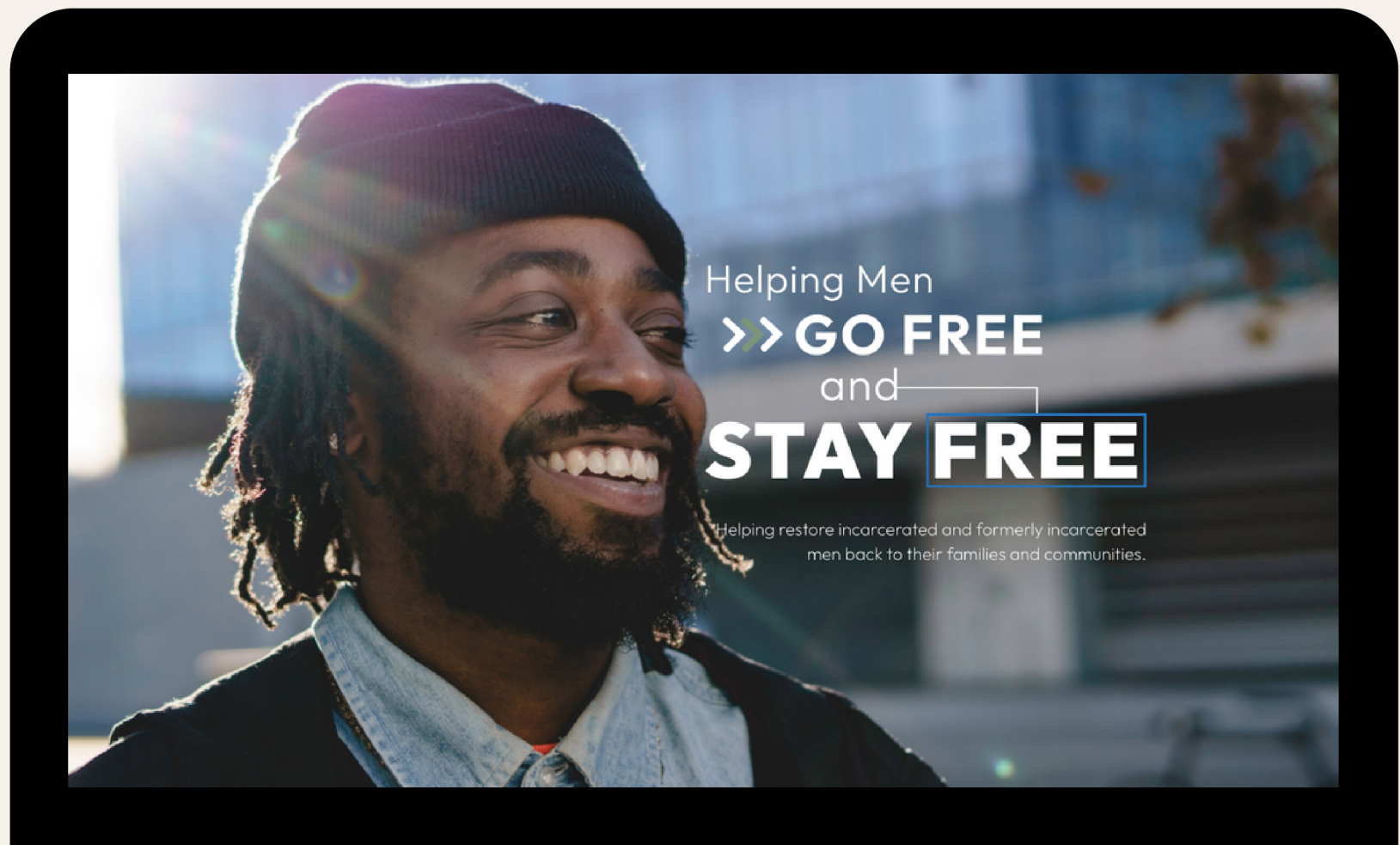
Every brand has a unique story waiting to be discovered. With our expertise, we help our clients navigate this journey of self-discovery, enabling them to craft compelling narratives that resonate, convert, and even change lives. One shining example of our work is our collaboration with **Restoration Outreach of Dallas**.

Tasked with developing a social media campaign and re-building their website, we were captivated by the extraordinary stories we unearthed from their work.

Restoration Outreach initiates their transformative work from within prison walls, supporting individuals while they are still incarcerated and continuing their guidance even after they are released.



Through our strategic communication efforts, we were able to showcase the profound impact of their work, amplifying their message and driving engagement.









# *program* CREATION

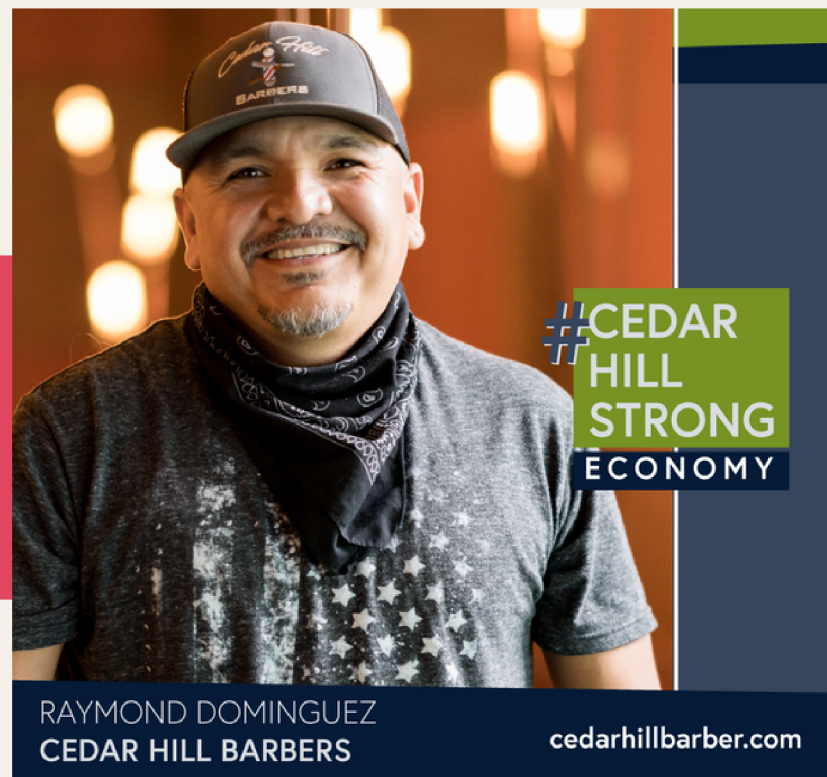
One of our notable projects involved collaborating with the **Cedar Hill Economic Development Corporation (EDC)** to develop a robust program centered around their #CedarHillStrong | Economy campaign. Through our expertise in branding, video production, graphic design, website design, speaker coaching, and live streaming, we empower businesses and communities to thrive in the ever-changing communication landscape.

A graphic for the #CedarHillStrong Economy campaign. It consists of a green square containing the text '#CEDAR HILL STRONG' in white, bold, sans-serif font. Below the green square is a dark blue horizontal bar containing the word 'ECONOMY' in white, bold, sans-serif font. The hashtag symbol is positioned to the left of the green square, overlapping its edge.

#CEDAR  
HILL  
STRONG  
ECONOMY



# program CREATION



Our goal was to tell a compelling story while also providing citizens and small business owners with practical resources to navigate the post-pandemic landscape.

The City of Cedar Hill responded to the pandemic by funding the Cedar Hill Strong Grant/Loan Program for over 70 small businesses. We created a compelling video series highlighting the resilience and contributions of these businesses, using our expertise in video production, website design, and branding.

In addition to curating hybrid workshops, we provided speaker coaching to ensure engaging and impactful presentations, offering valuable insights and practical guidance to business owners. Our commitment to Cedar Hill extended beyond program creation as we actively sought feedback from the community during the Cedar Hill EDC, Strong City Tour. This enabled us to gain valuable insights and identify further opportunities for improvement.

Building on our initial success, we partnered with the Cedar Hill EDC and Chamber of Commerce for the #Back2Business initiative, which included the Winter Workshop Series. Workshops covered practical funding strategies ("How to Fund Your Big Idea") and marketing opportunities for holiday sales ("Sleigh Your Holiday Strategy").







# *event* PRODUCTION

On Juneteenth of 2023, we had the privilege of amplifying the event experience with visuals and storytelling for the **Faith in Texas** Leaders Assembly. Every element we created was meticulously branded to seamlessly align with the overall story and message of the Faith in Texas Leaders Assembly.





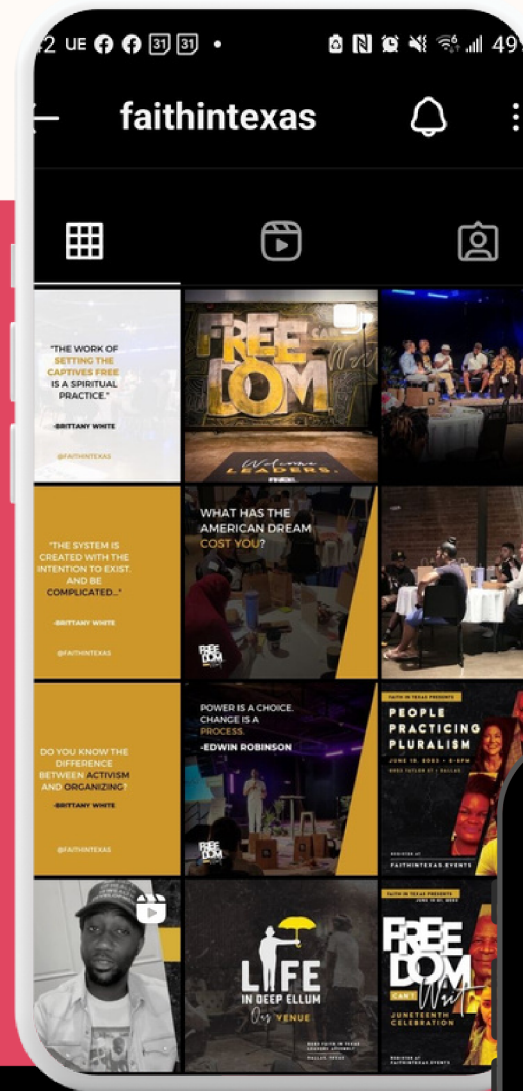


# event PRODUCTION

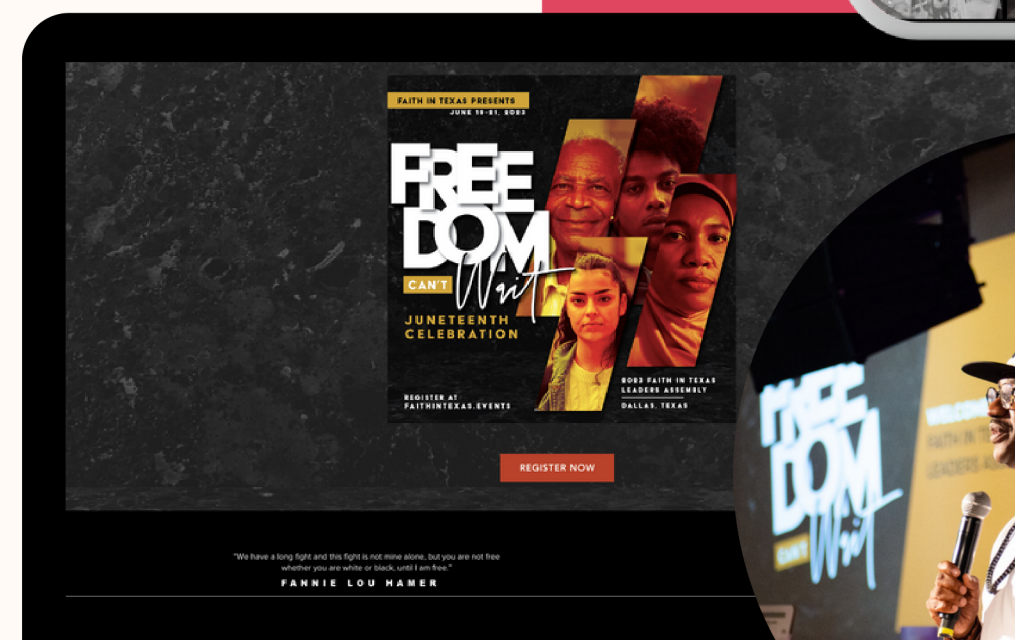
To enhance the event's narrative, we crafted an immersive gallery experience, featuring commissioned chalk walls, thoughtfully designed shirts, engaging floor clings, and captivating videos.

We also curated a playlist that resonated with the event's themes and provided moments of reflection through guided meditations. Throughout the event, we ensured real-time social media posting to create buzz and encourage broader engagement.

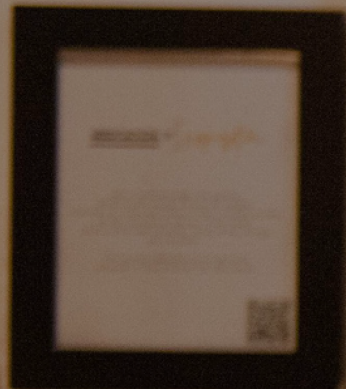
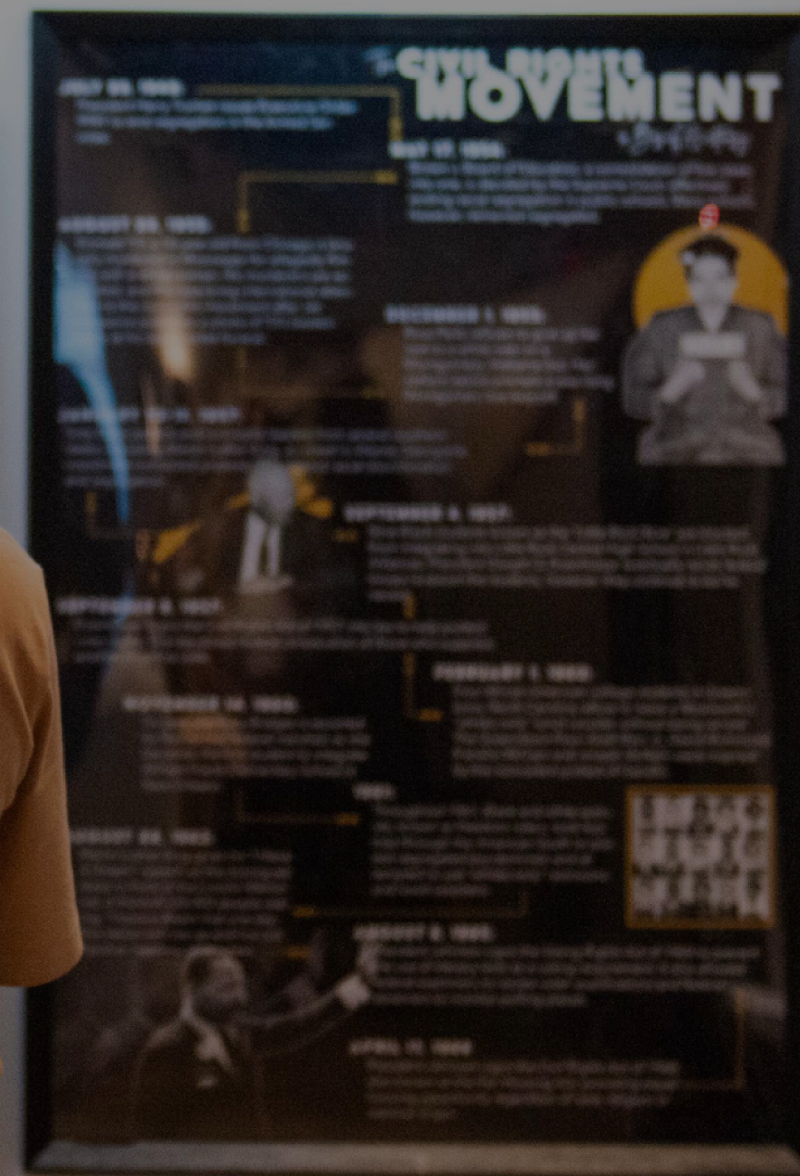
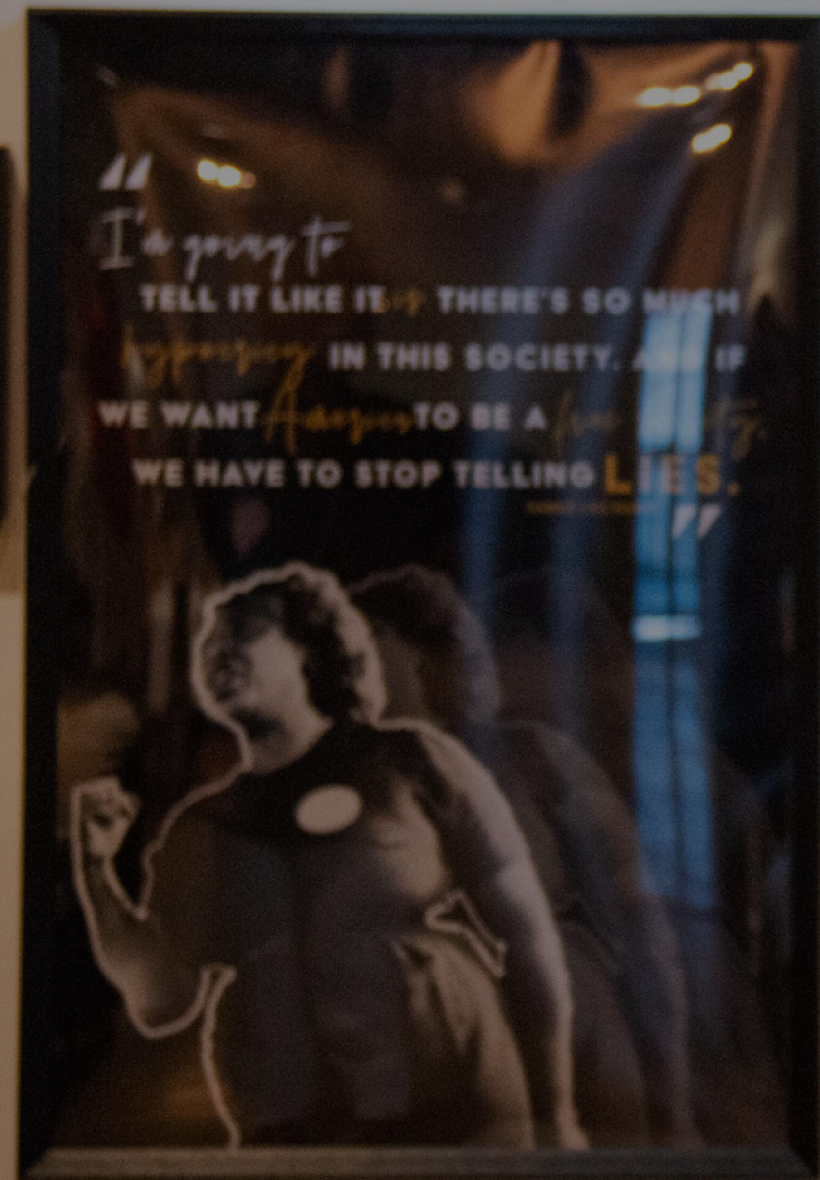
These are the stories we are honored to tell—stories that ignite inspiration and drive positive change.



FAITH IN TEXAS PRESENTS









# *brand* MANAGEMENT



Zoe Communications Agency teamed up with **WaterTower Theatre (WTT)**, getting to know them well and telling their story in a way that really connected. We used our skills in managing brands, social media, emails, events, and websites to create a story that people liked and paid attention to.

Our communication efforts were not just about showing off the plays but telling a story that matched their values: being diverse, inclusive, part of the community, and innovative.

We made sure that WTT's unique voice reached not only the local audience but also people worldwide. Social media became our canvas to paint a picture of diversity and innovation, creating a community that went beyond where WTT is physically located.\*\*

Zoe Communications Agency's way of telling WTT's story played a big part in making them popular nationally. The success of WTT shows how our way of communicating can really make a difference in making artistic voices heard





# *brand* MANAGEMENT



Our team had the honor of event planning, managing, and branding the 2023 WaterTower Theatre Spring Gala.

We got to work beside the incredible production team at WaterTower Theatre as brand managers and event managers. We celebrated the return of the arts and theatre with a night of crafty cocktails, delicious food, and stunning entertainment.









# OUR WORK IN COMMUNITY

In our experience, many communities and community-related organizations are looking for ways to engage their citizens with new or existing brand directions and initiatives. This is often after spending thousands of dollars on failed attempts at marketing in previous years.

Our clients are looking for marketing and engagement solutions that create measurable results. Yet we understand that every community has its quirks and uniqueness. We bring our experience with nuanced communities and pair it with study and research to craft engagement strategies tailored to your needs.

We are the communications strategists with all the tools in our toolkit.







OUR  
*team*

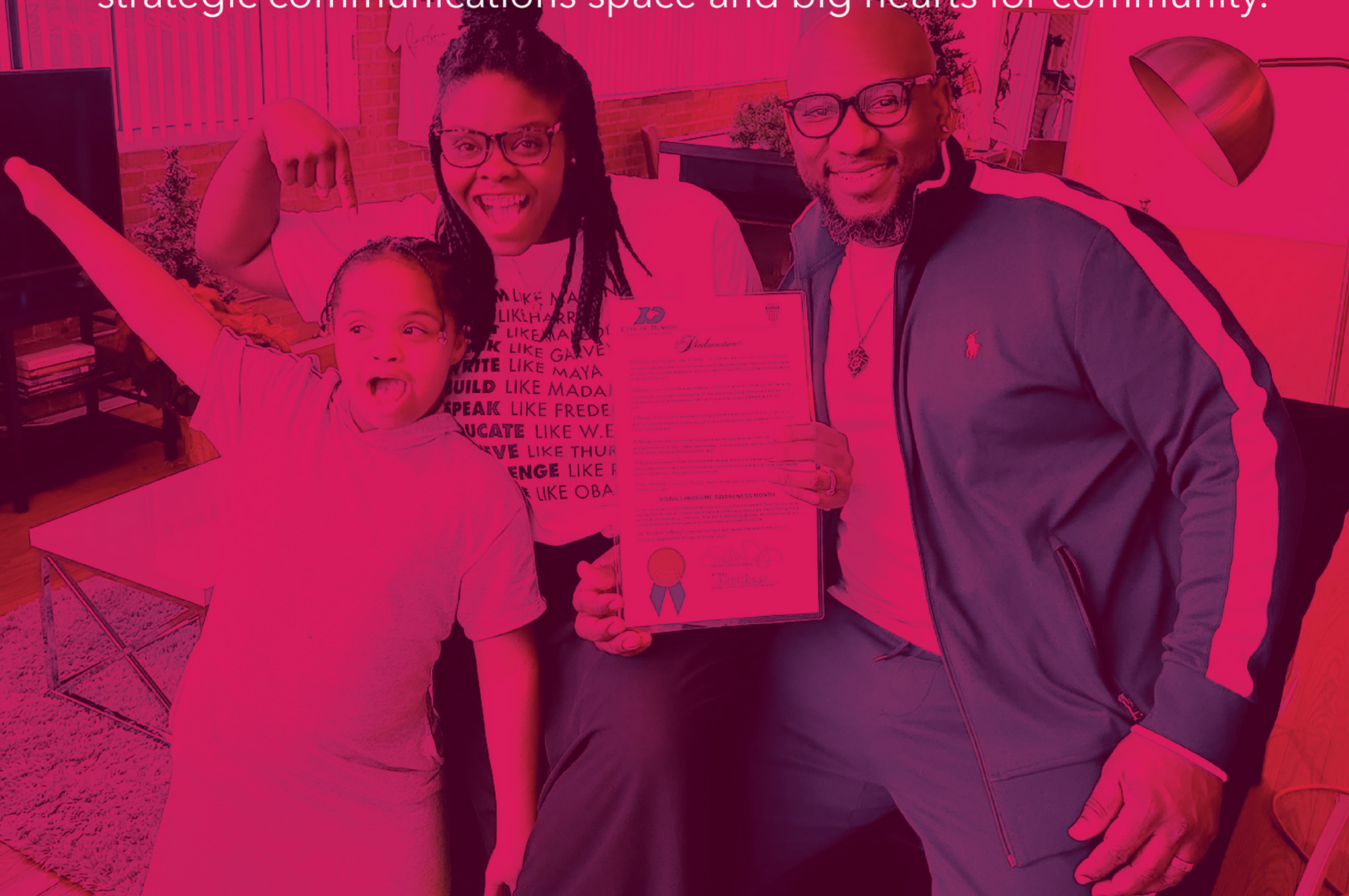




LED BY FRANKIE & FELECEIA WILSON

# OUR TEAM

Frankie and Feleceia are award-winning millennial digital natives with over 30 years of combined experience in the strategic communications space and big hearts for community.



## YOUR CORE TEAM



FELECEIA WILSON  
PROJECT LEAD



FRANKIE C. WILSON JR.  
PROJECT LEAD



SYDNEY CORNELIUS  
CREATIVE DIRECTOR/EVENT DE



GABRIELLE STEELE  
SOCIAL MEDIA/PROJECT MANAGER



RACQUEL LEE  
COPYWRITER





# CO-PRINCIPALS, FRANKIE & FELECEIA WILSON

Frankie and Feleceia Wilson are the owners and Co-Principal's for the Zoe Communications Agency, L.L.C. Together, they lead with nearly 40 years of combined expertise in mass communications, strategic communications, entertainment, and crisis management.

Frankie's (@MrFrankieWilson) background includes decades as an entrepreneur, a career in finance, and work in the field of psychology as a behavior analyst. Feleceia's (@HeyFeleceia) also extensive background pulls from years as a professional theater performer and director, and a history of serial entrepreneurship.

The two lead from thier conviction to help marginalized people and organizations that have potential to change the world around them for good.

Learn more about Frankie and Feleceia Wilson at [MrFrankieWilson.com](http://MrFrankieWilson.com) and [Feleceia.com](http://Feleceia.com)







**OUR**  
*people*







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## STATE REPRESENTATIVE

CARL SHERMAN



As one of your clients who has used your services in the government sector, as a city manager in two cities and a mayor in one city, I've continued to be impressed with Zoe's adept insight in marketing - government to people. I've also had the fortunate opportunity to retain your services in both the non-profit and for-profit sector, as chairman of two chambers of commerce and a businessman, I have benefited from the vast marketing network Zoe communications has built-in diverse sectors. I'm still convinced that pound for pound Zoe Communications is one of the best marketing companies in this region!



carloshermantx



carloshermantx

*C. Sherman*

Texas State Representative  
District 109





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## CO-FOUNDER + AUTHOR

KAT ARMSTRONG



Team Zoe Comm GETS IT! Every project we work on together proves she is professional and wise. Feleceia finds the gaps and then fills them with product offerings and strategic planning that has been a game-changer for us! Book an appointment now. You won't regret it!



[katarmstrong1](#)



[katarmstrong1](#)

*Kat*  
ARMSTRONG  
Co-Founder  
The Polished Network









Marketing has taken a hard shift in recent years.

While the communications landscape used to focus on simply selling a product, brands are beginning to recognize the necessity of creating a connection with their consumers.

Stories create connection. Connection creates value.

Have you discovered the thing that makes you, YOU?

If you haven't, we'd love to help you find it.

**SO, WHAT'S  
YOUR STORY?**



Ready to work with  
Team Zoe Comm?

Let's work together





# CONTACT US

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 hello@zoecreates.com