# Joy T. Maples, APR

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Colorado Springs, CO. 80829 (MST)

Innovative • Experienced • Dedicated

**Summary of Qualifications**

Accredited in Public Relations. Deep experience in the functions of public relations, including branding, reputation management, media relations, and strategic planning. An experienced writer, I have written or managed copywriters for every type of publication there is-including annual reports, brochures, visitor guides, city magazines, promotional publications, stories placed in travel sections, news releases, newsletters, and op-ed columns. Excellent manager of people and deadlines.

**Core Competences**

Public Relations, Communications, People Management, Media Relations, Proficient in Microsoft Office Suite, Content Development, Content Management, Social Media Strategy and Implementation, Website Architecture, Time Management, Team Building and Coaching,

**Areas of Expertise**

**WRITING, CONTENT DEVELOPMENT**

Comfortable with a variety of writing styles. Able to communicate an idea or feeling effectively to specific audiences. More than 20 years experience writing for a variety of individuals and companies. From weekly speeches by a Board Chairman, to a monthly newsletter to legislators, to weekly social media posts outlining a variety of topics, we have experienced success in maintaining positive relationships; maintaining funding for clients, and increasing name recognition and balanced media coverage. As technology has moved forward, social media, blog posts, web content have been added to the mix of how public relations is used to maintain and build good, solid relationships. Experience using a variety of platforms including Microsoft Office, WordPress, Weebly, Wix, GAINAPP (a social media content management application), as well as Facebook ads, Google Analytics, Instagram, and Twitter.

**PROJECT MANAGEMENT**

Managed more than 100 projects annually for a variety of clients, including the Anchorage Convention & Visitors Bureau. **Publications** varied from 120-pages with advertising, member listings, and editorial stories and photographs, to annual reports, to rack cards, to sales support pieces, to collateral materials including promotional **collateral materials** (key chains, books, stuffed animals, client gifts and giveaways.) Our team was able to deliver error free, on time, within budget every year. Project management for a wide variety of **events** was also executed on time, with good attendance, and positive results. Events ranging from NYC Writer luncheons, to monthly membership meetings, to trade shows, to “state of the city” addresses, to press conferences. Details included hotel reservations, table centerpieces, speakers, panels, technology, menus, and promotion. Built and managed the city of Anchorage’s **web presence**. Hiring of contractors, coordinating photography, copywriters, code writers and graphic designers, our publications and website have won several regional and national awards over the years.

**COMMUNITY RELATIONS**

Built and maintained a variety of relationships within the community-both locally and nationally that supported my employer’s/client’s goals. Established a relationship between the Chamber and local newspaper that resulted in a wider distribution of our newsletters at no additional cost. Established a relationship with a local news radio station to broadcast our weekly luncheons, which resulted in more awareness of the Chamber’s issues at no additional cost. Established relationships with several members to provide a service *through* our organization without our staff dedicating additional time. Maintained positive and open relationships with media and with elected officials, providing timely information, updated fact sheets, and newsworthy items so that the doors of communication were always open and the individuals were “available” when needed to advance an issue or cause.

**Education and Training**

Bachelor of Arts Degree, Journalism and Public Communication, University of Alaska Anchorage

Bachelor of Arts Degree, Sociology, University of Alaska Anchorage

Accreditation in Public Relations, Public Relations Society of America

Internet Marketing Certificate, American Marketing Association

Basic Certificate, Google Analytics Fundamentals, Google AdWords

**Work History**

• **Maples Communications, Owner -- current**

Specializing in strategic planning, public relations, and project management. Manage vendors and subcontractors effectively. Working with clients to develop and maintain their communication strategies through writing monthly newsletters, creating email marketing campaigns, developing a presence online through building of websites and generating posts for their social media outlets.

• **Anchorage Convention & Visitors Bureau, Director of Communications – 6 years**

Directed the public relations and marketing function of the ACVB. Budget of $1.5 million annually. Managed five staff members. Accomplishments: Annual bed tax collection increased from $7.5 million to $11 million. Convention Sales went from $50 million to more than $65 million. Other notable accomplishments included increasing number of Visitor Guides fulfilled; implementation of an 800 number and tracking data to determine the source of the request and systems to track impacts of nationally placed advertisements. Responsible for communications plan. Report to President of ACVB. Biggest accomplishment for me personally, was that my staff produced amazing work. We won many national awards because we worked together and played upon each other’s strengths. We were an awesome team.

• **Anchorage Chamber of Commerce, Director of Communications – 5 years**

 Managed the public relations function for the Anchorage Chamber. Wrote and produced 48 live monthly programs annually, with simultaneous radio broadcast. Wrote and produced 12 monthly newsletters annually, from concept development to production to distribution. Worked closely with board of directors. Responsible for delivering a communications plan each year at board retreat. Responsible for the strategies and tactics to achieve the plan. Report to president of Chamber.