



# JOY T. MAPLES

*Accredited in Public Relations*

## CORE STRENGTHS

- Content Creation
- Social Networking
- Public Relations Strategist
- Website Management
- Digital Analytic Tools
- Excellent Writing Skills
- Strong Communication Skills
- Effective Manager of People

## CONTACT DETAILS

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## EMPLOYMENT HISTORY

### Self-employed

#### **PUBLIC RELATIONS, COMMUNICATIONS, 2003-2019**

*Manage a small business providing writing support, public relations strategy and tactics, web architecture, newsletter and email newsletter development, social media strategy and implementation.*

### Anchorage Convention & Visitors Bureau

#### **DIRECTOR OF COMMUNICATIONS, 6 YEARS**

*Managed the public relations and communications function, including issues management, member relations, as well as specific tactics designed for appropriate internal and external audiences. Managed and oversaw projects, events, and publications.*

### Anchorage Chamber of Commerce

#### **DIRECTOR OF COMMUNICATIONS, 5 YEARS**

*Managed the Communications Department. Responsible for all content development and publications including newsletters, annual reports, member publications (brochure, directory, etc.).*

## SUMMARY OF QUALIFICATIONS

### •Bachelor of Arts degrees in both Sociology, and Journalism & Public Communications

### •Accreditation in Public Relations

*Accredited in Public Relations. Deep experience in the functions of public relations, including branding, reputation management, media relations, community relations, and strategic planning. An experienced communicator, responsible for tactics and strategies that create and maintain a positive image, define and target audiences and positive associations, maintain good relationships with influencers; inform, educate and stimulate audiences to buy or be favorably inclined toward a product, service or organization. Excellent manager of people and deadlines.*

### •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, to brochures and publications, extensive 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, Twitter and Pinterest.*

## COMMUNITY ENGAGEMENT

*Member, Pikes Peak Chapter of PRSA (Communications Chair 2016-2018)  
Webmaster, Colorado Bluegrass Music Society, 2016-2018  
Member, Pikes Peak Road Runners  
Supporter, Colorado 14ers Initiative  
Board Member, Colorado Springs Philharmonic Guild  
Member, American Wine Society, Colorado Springs Chapter  
Member, Black Rose Acoustic Society*