Joy T. Maples

Accredited in Public Relations (APR)

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719.744.2748

Strategic • Efficient • Community-minded

**Summary of Qualifications**

Deep experience in the public relations function including research (formal and informal), audience definition, event planning, messaging, editorial (ghost) writing, plus evaluation and measurement. Served as a liaison for Assembly and City Council through my position as Director of Communications for both the Chamber of Commerce, and then the Convention & Visitors Bureau in Anchorage, Alaska. Board and non-profit experience. Experience in Issue and Reputation management, as well as Internal Employee Relations. I am an excellent manager of people and projects.

**Core Competencies**

Public Relations. Project Management. Brand Management. Media Relations. Communications. Content development. Competent in variety of platforms including Microsoft Office, Weebly, Wordpress, Sprout Social and GAIN App (Social Media platforms)

**Areas of Expertise**

**Strategic Planning**

Served as board liaison for several non profits. Managed bi-monthly and quarterly board meetings including scheduling, distribution of documents, and organizing annual strategic planning materials. Organized annual strategic plan through casting a vision for the mission, and then developing programs based on goals, including stretch goals. Able to provide means for measurement and analysis of various programs. MIssion-driven. Able to prune and focus.

**Project Management**

Manage more than 100 projects in a year including a weekly public forum for Chamber of Commerce members, and quarterly luncheons for travel writers in a variety of cities across the US; management of many publications including newsletters, brochures, position papers, annual reports, visitor guides, destination guides, image and other collateral materials.

**Community Relations**

Adept at developing relationships and partnerships that elevate my employer/client and leverage media, and business, and non-profit entities for greater purposes in the community.

**Writing, Content Development**

Comfortable with a variety of writing styles. Deep experience writing for a variety of situations including speeches for Chairman of the Board; weekly legislative updates for members, monthly newsletters, web content, blog posts, op-ed pieces for local newspapers, social media posts; “evergreen” content for a variety of clients including In-depth interviews with thought leaders or highlighted employees, and issues or specific topic Q and As.

**Education and Training**

Bachelor of Arts, Sociology, University of Alaska, Anchorage

Bachelor of Arts, Journalism, University of Alaska Anchorage

Accreditation in Public Relations, Public Relations Society of America

Internet Marketing Certificate, American Marketing Association

Basic Certificate: Google AdWords and Google Analytics Fundamentals

**Work History**

Maples Communications, Owner - Current

5 Kreg Lane, Manitou Springs, CO 80829

Clients include the Anchorage Museum of History & Art. Provide social media posts and news releases to promote educational programming, summer camps, and exhibits at the Museum. (The Museum is currently closed due to Coronavirus.) Manage budgets and timelines. Specialize in project management and strategic planning. Writing for all types of publications including annual reports, identity brochures, news releases, promotional writing, writing for website keyword-rich content, blogs, social media posts.

Anchorage Convention & Visitors Bureau, Director of Communications - 6 years

524 West Fourth Avenue, Anchorage, AK 99501

Responsible for the public relations and marketing functions of the Bureau. Managed a department of five people (designers, copywriters, digital media) and a budget of $1.5 annually.

Report to President.

Anchorage Chamber of Commerce, Director of Communications - 5 years

1016 West Sixth Avenue, Anchorage, AK 99501

Managed the public relations function. Wrote and produced 48 live monthly programs a year with simultaneous radio broadcast. Wrote and produced 12 monthly newsletters annually. Worked closely with the board of directors. Responsible for strategic planning process at annual board retreat ( in relation to Communications/Public Relations). Report to President.

**Additional skill sets**:

•Former American Sign Language Interpreter (certified in California). Also taught ASL to elementary age children

•Musician. Upright bass player for several Americana, Bluegrass and Gypsy Jazz projects

**Leadership and Community Involvement**

Co-president, Colorado Springs Philharmonic Guild (current)

Co-chair, Marketing Committee, UCHealth Annual Gala (current)

Webmaster Colorado Bluegrass Music Society (2 years)

Marketing Committee, CS Philharmonic Guild (1 year)

Communications Chair, Pikes Peak Chapter, PRSA (2 years)

Trustee, International Bluegrass Music Museum (2 years)

Commissioner, Owensboro Daviess County Tourists Commission (1 year)

Runner, Jack Quinn’s Running Club (10 years. Slow runner.)

Runner, MRTT (Moms Who Run This Town) (3 years)

Member, PPRR (Pikes Peak Road Runners)

Jam Leader, Westside Bluegrass Jam @ Trails End Taproom (2 years)