

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, editorial writing, plus evaluation and measurement. Board and non-profit experience. Experience in Issues and Reputation Management, as well as Internal Employee Relations. Comfortable with Media Relations, story pitching

### **Core Competencies**

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 board meetings including scheduling, distribution of documents, and organizing annual strategic planning materials.

#### **Project Management**

Manage more than 100 projects in a year including public meetings, writing and producing 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 including speeches, news releases, newsletters, web content, blog posts, op-ed pieces, social media posts.

#### **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.

### **Leadership and Community Involvement**

President, Colorado Springs Philharmonic Guild 2020-2022)

Co-chair, Marketing Committee, UCHealth Annual Gala (2019)

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)

Member, USATA (Triathlon)

Jam Leader, Westside Bluegrass Jam @ Trails End Taproom (current)