

Joy T. Maples
Accredited in Public Relations (APR)
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719.744.2748
Strategic • Efficient • Creative

Summary of Qualifications

Writing and editing a variety of publications, including annual reports, brochures, newsletters, email marketing, blogs, and social media posts. Accredited (Nationally) in Public Relations.

Many years of public relations experience working for Chamber (Assembly, Legislature, business community) and Destination Marketing Organizations. Adept at developing relationships, defining audiences, and carrying relevant messages through a variety of channels. Excellent project manager including publications, print ad campaigns, and mixed media campaigns.

Core Competencies

Competent in a variety of platforms including Microsoft Office, Weebly, Wordpress, Sprout Social and GAIN App (Social Media platforms). Also work in InDesign and other design programs. Comfortable in Microsoft Word, Excel, and Google Docs and Sheets.

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. 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 (designers, copywriters, digital media) and a budget of \$1.5 annually. Report to President. Work with Anchorage Assembly, State Legislature.

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. Report to President. Work with Anchorage Assembly and State Legislature.

Leadership and Community Involvement

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) (4 years)

Member, PPRR (Pikes Peak Road Runners)

Jam Leader, Westside Bluegrass Jam @ Trails End Taproom (3 years)

References available upon request.