

JOY T. MAPLES, APR

PUBLIC RELATIONS, MARKETING, ADMINISTRATION

CONTACT

719.744.2748

joymaples@gmail.com

www.joymaples.com

SKILLS

Excellent writer

Web and social media platforms

Community relations

Non profit communications and marketing

Microsoft and Google products

EDUCATION

BA Sociology. BA Journalism.

University of Alaska Anchorage

Graduated: 1991

Internships at Anchorage Daily News and
at The Nerland Agency (Advertising)

Accredited in Public Relations

**Public Relations Society of
America**

1997

Continuing Education required every two
years to maintain accreditation

LANGUAGES

English



ASL



PROFILE

I am a results-driven, metric-measuring, people-oriented public relations practitioner who goes the extra mile to tell the stories of extraordinary people in a variety of industries who are passionate about the work they do. I connect stories with media outlets and connect worthy causes with volunteers and community partners to see them through to success. I am organized and possess strong administrative skills.

WORK EXPERIENCE

Executive Director

Colorado Association of Naturopathic Doctors

May 2023 - present

- Responsible for day to day operations
- Reports to CoAND board of directors

Self employed

Joy T. Maples, APR

January 2003 - present

- Writer of web content, newsletters, email marketing, social media posts
- Research audiences and groups for appropriate and beneficial connections
- Build websites and connect social media platforms
- Media relations
- Marketing plans (and budgets)
- Promotions (and budgets)
- Event logistics and execution
- Strategic planning / SWOT analysis
- Member relations (Customer Relations Management (CRM))

Director of Communications

Visit Anchorage

Six years

- Managed the public relations function of the CVB
- Wrote or managed all publications
- Managed all subcontractors for writing, photography, ad services
- Worked closely with the board of directors
- Responsible for strategic planning process at annual board retreat (in relation to Communications/Public Relations)
- Responsible for web and social media: content, scheduling, execution

Leadership and Community

- President, Colorado Springs Philharmonic Guild (2020-2022)
- Co-chair, Marketing Committee, UHealth 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)
- Music lover and jam leader, West side jam (4 years)
- Member, Manitou Strings, a local acoustic band in Colorado Springs (6 years)