



Joy L. Orvis

Personally, I am a Christian conservative mother of 5, living in Roseau, MN. However, my family and I will be moving back to the Twin Cities later this summer. I am a 4th generation Minnesotan, born and raised in St. Paul. My grandparents and their parents before them farmed in Western Minnesota since the late 1800's. My faith and family values drive me to get involved in the Republican Party. I have committed my time and talents in marketing, communications, and event coordination throughout the state of Minnesota since 2016 and will continue to do so. I am normally a behind the scenes support person. However, I have the experience and presence to represent Minnesota around the state and nation as the next National Committeewoman for the National Republican Party.

JoyOrvis.MNRNC@gmail.com

DELEGATION STATUS

- 2020 – Present State Delegate
- 2021 - Present State Central Alt
- 2020 – Present CD7 Delegate
- 2020 – Present County Delegate
- 2016 CD6 Delegate
- 2016 SD35 Alternate

COMMITTEES

- 2024 HD1 Credentials Committee
- 2023 SD1 Credentials Committee
- 2022 – Present CD7 Vice Chair
- 2019 – 2023 Roseau BPOU Communication Committee Chair
- 2020 – 2023 Roseau County BPOU Executive Committee
- 2023 CD7 Convention Credentials Chair
- 2021-2023 CD7 Communications Committee Chair
- 2022 CD7 Convention Registration Committee
- 2022 State Convention Registration Committee
- 2016 SD35 Communications Committee
- 2016 SD35 Precinct Chair

CD7 Executive Committee Vice Chair *2022 - Present*

Elected to the CD7 Executive Committee in 2022, I am in my second term as Vice Chair. I am a very active member of the board consistently support our endorsed candidates. In 2022 drove over 2500 miles across CD7 to deliver campaign signs for our Republican Congressional, Statewide, State Senate, House candidates. I also managed the SD1 Victory office and walked in several parades supporting our endorsed candidates and delivered over 1000 campaign signs across CD7.

CD7 Communications Committee Chair *2021 - Present*

Appointed by the CD7 Executive Committee Chair in 2021, I have the responsibility of managing all communications for CD7. As the Chair of the Communications Committee, I work with a team of volunteers to develop strategies for communications, materials, social media, and management of the CD7 website, www.MNCD7Rebpublicans.com. In 2022 I developed and executed a digital media campaign to support our endorsed candidates in HD4A, SD4 and SD9.

Roseau BPOU Events/Communications Committee Chair *2019- Present*

Since moving to Northwestern Minnesota over 5 years ago, I have been an active voting member of the Roseau County BPOU. I have been instrumental in growing our BPOU activity from just 1-2 meetings per year to now having monthly BPOU Meetings and several events that have included Trump Parades, Medical Freedom Rally's, Town Halls, Campaign Rally's and more. The Roseau BPOU now has the largest delegation in SD1 with over 100 delegates elected in the 2022 Caucuses.

CD7 Director - MN Federation of Republican Women *2019 - 2022*

Elected in 2019 by MNFRW members in CD7, I am served as a voting member of the Executive Committee on the Board of Directors for the Minnesota Federation of Republican Women. I was also elected as an At-Large Delegate and attended the National Federation of Republican Women Bi-Annual Convention in 2021, hosted in Orlando, Florida.

NWMN Republican Women's Club Executive Board Member *2019- 2022*

As a former member of the North Metro Republican Women's Club, prior to moving to Northwestern MN in 2018, I reached out to then President of the MNFRW, Kathy Tingelstad, to form a club in CD7, since there was not one. This club has truly done amazing work in SD1. However, I am most proud of using my expertise in event coordination and marketing to lead our members to host a successful event in July 2021 with David Barton, Founder of Wall Builders.

City of Andover Commission Member - ACC/YMCA *2016-2018*

Appointed to this position by the City Council for Andover, MN, I sat on the board that managed the day-to-day operations of the Andover/YMCA Community Center that 10,000sqft facility that houses a rink, basketball courts, pool and YMCA and serves over 1 million people annually.

SD35 BPOU Communications Committee Chair *2015-2017*

In this role I was instrumental in developing the communications strategy within SD35, that represented several cities in the North Metro area of the Twin Cities. I helped set up their communication channels that included a website, social media, and CRM system.



Joy L. Orvis

MARKETING KEY ACCOUNT MANAGEMENT PROFESSIONAL

CONTACT

 763.232.6329

 JoyOrvis.MNRNC@gmail

EDUCATION

BS Degree in Marketing
University of Minnesota

Proficient in MS Office 365,
Google Workspaces, ZOOM,
Meta, Wix, GoDaddy, Canva,
Hootsuite, MailChimp,
Constant Contact, HubSpot,
Salesforce

2020 & 2017 Google AdWords
with Digital Certification

VOLUNTEERISM

2023 Communications
Committee Chair, MNCD7
Republicans

2021 Co-President, Warroad
Area Women of Today

2021 CD7 Director MN
Federation of Republican
Women

2017 City of Andover
ACC/YMCA Commission

AWARDS

Top Category Performer
- Star Tribune

Spirit of Excellence
- Pioneer Press

Urban Coalition Builder Award
- Minneapolis Urban League

SUMMARY

Over 20 years of marketing and key account management experience working with businesses and non-profit organizations in the Minneapolis/St. Paul area and in Central Texas. This includes 14 years in major media, 5 years as a retail services small business owner, and most recently as a contract marketing consultant.

STRATEGIC KEY ACCOUNT MANAGEMENT

- Development and delivery of multimedia presentations for local, regional, and national clients including major ad agencies.
- Proven record of achievement by exceeding revenue budgets.
- Increased revenue from \$300,000 to \$5 million annually.
- Accurate forecast of revenue projections in collaboration with internal partners to maximize revenue opportunities.
- Strategic partnerships with over a hundred businesses in the Minneapolis and Greater Austin, Texas MSA's.
- Inter-departmental collaboration for specialized positioning & new product development.

DIGITAL MARKETING

- Developed SEO content for web pages and digital ads.
- Social Media Strategy, Account Setup & Management - Facebook, Twitter, Instagram, LinkedIn, Pinterest, & YouTube, and Google.
- Website Design & Development (GoDaddy, SportsEngine, Wix)
- Management of social media platforms using Hootsuite & Buffer
- Curate compelling content, author and edit original content for blogs & social media accounts.
- Email Marketing using Constant Contact, Mail Chimp, & Wix
- Measure success using Google Analytics and Facebook Meta

CREATIVE DEVELOPEMENT

- Development of creative content for Social Media campaigns, Email marketing, Website Landing Pages, Logos, Flyers, Business Cards, Direct Mail, Brochures, Newspaper ads, Magazine ads

EVENT COORDINATION

- Coordinated several in-person and virtual events via Zoom and at major venues with hundreds of attendees.

CORPORATE EXPERIENCE

- Marketing Coordinator, Marvin Windows, 2018 (June-Oct.)
- Digital Marketing Consultant, Web.com, 2017 - 2018
- National Account Executive, Cox/American Statesman, 2004 - 2005
- Strategic Account Manager, McClatchy/Star Tribune, 1999 - 2004
- New Business Specialist, St. Paul Pioneer Press, 1992 - 1999