

Joy Orvis for MNGOP Secretary Political Resume



www.JoyOrvisForMNGOP.com

CONTACT

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DELEGATION STATUS

2024 – RNC Delegate from CD7

2021 - 2024 State Central Alt

2020 – 2024 State Delegate

2020 – 2024 CD7 Delegate

2020 – 2024 County Delegate

2016 CD6 Delegate

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

Regional Field Director for the Trump Campaign

2024

Hired to lead Trump Force 47 Campaign efforts in 25 counties in southwestern Minnesota. In 90 days, I was able to recruit and train over 200 volunteers. With a mostly volunteer work force we were able to achieve over 50,000 voter contacts and distributed over 10,000 signs and 100,000 pieces of literature that contributed to an increase of over 30,000 new GOP voters in Minnesota in the 2024 Presidential election.

CD7 Executive Committee Vice Chair

2022 - 2024

Elected to the CD7 Executive Committee in 2022, I served 2 terms as Vice Chair. As an active member of the Committee, I consistently supported our endorsed candidates. In 2022, I 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 - 2023

Appointed in 2021, I have managed most of the communications for CD7. I formed a team of other volunteers to develop strategies for communications, that included multi-media campaigns on digital and social channels and created and managed the CD7 website, www.MNCD7Republicans.com. In 2022 I developed and executed a multi-media campaign to support our endorsed candidates in HD4A, SD4 and SD9.

Roseau BPOU Events/Communications Committee Chair

2019- 2023

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 monthly BPOU Meetings and several events that have included Trump Parades, Medical Freedom Rally's, Town Halls, Campaign Rally's, Meet and Greets, and more. The Roseau BPOU grew to be 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 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, FL.

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 none. 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.

SD35 BPOU Communications Committee

2016-2017

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

BUSINESS DEVELOPMENT AND COMMUNICATIONS PROFESSIONAL

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SKILLS & EDUCATION

BS in Marketing - University of Minnesota (2024)

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

2020 & 2017 Google AdWords with Digital Certification

VOLUNTEERISM

2021-22 Co-President, Warroad Area Women of Today

2016-17 Member at-Large, City of Andover ACC/YMCA Commission

2016-17 Marketing Director, Andover Youth Hockey

2012-2018 Treasurer, Andover Track & Field Booster Club

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 including 15 years working for 4 Major Media Corporations, 5 years as a Small Business Owner and experience as a Contract Marketing Consultant for local small businesses and non-profit organizations.

STRATEGIC ACCOUNT MANAGEMENT

- Development and delivery of omni-channel strategies for local, regional, and national clients including major ad agencies.
- Proven record of achievement by exceeding target revenue budgets.
- Growth of a single key account from \$300,000 to \$5 million annual multi-media advertising contract
- Accurately forecasted ad revenue projections in collaboration with internal partners to maximize revenue opportunities.
- Cultivated strategic partnerships with over a hundred businesses in the Minneapolis and Greater Austin, Texas MSA's.

DIGITAL MARKETING

- Development of 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 content, author and edit original content for blogs, social posts, websites, and landing pages using Canva and other software.
- Email Marketing using Constant Contact, Mail Chimp, & Wix
- Measure success using Google Analytics and Facebook Meta

FIELD COORDINATION

Led a Presidential Campaign effort across 25 counties in rural Minnesota that included:

- Distribution of over 10,000 signs and 100,000 pieces of literature.
- Recruited, trained, and activated over 200 volunteers in 90 days.
- Reached over 50,000 voters in 90 Days with a volunteer work force.
- Contributed to the greatest GOP voter turnout in Minnesota.

EVENT COORDINATION

- Coordinated several in-person and virtual events via Zoom, including the Central Texas Auto Show with thousands of attendees.

CORPORATE & PROFESSIONAL EXPERIENCE

- Regional Field Director, Donald J. Trump for President 2024 Campaign
- Marketing Coordinator, Marvin Windows, 2018 (July - Oct.)
- Digital Marketing Consultant, Web.com, 2017 - 2018
- Marketing Consultant, Contractor, 2011- 2017, 2018-2022
- Small Business Owner, Enjoy Tanning Studios, 2006-2010
- Category Account Manager, McClatchy/Pioneer Press 2006, 1992-1999
- National Account Executive, Cox/American Statesman, 2004 - 2005
- Strategic Account Manager, McClatchy/Star Tribune, 1999 - 2004