

MAYA JANAE ANDERSON

(253) 329-3521

mjemayajanae.com

mayajanae.com

RECENT WORK EXPERIENCE

Marketing & Communications Manager / Outreach Coordinator

Adult Family Home Council | Tumwater, WA | Sept 2023-June 2025

- Grew membership by 20% in first year, meeting annual goal 3.5 months ahead of schedule with expanded outreach.
- Outperformed previous years for annual event by securing \$60,000 in sponsorships, sold out vendors and 50% of tickets in 2 weeks.
- Led new website development, resulting in 1,500+ confirmed inquiries in 6 months and improved usability praised by members.
- Built a digital marketing presence that earned thousands of social media followers and a 5-star Google rating.

Media/Messaging Lead / Media Associate

The Anchor Group | Seattle, WA | Jan 2022-Feb 2025

- Led execution of project scopes on award-winning campaign that increased COVID-19 vaccinations for WA's Black/African American population by 15%.
- Maximized media relationships to negotiate comprehensive advertising packages that increased event ticket sales by 84%.
- Coordinated outreach, creative, and run of shows for community events with clients, partner organizations, and local media.
- Conducted primary research and translated data into presentations and reports for government clients with recommendations.

Program Assistant

Career Team | Tacoma, WA | Sept 2020-Jan 2023

- Implemented new strategies and led taskforce projects to improve office performance by 19%, enhanced processes, and improved work culture.
- Created and implemented email newsletter communications plan for new and current customers.
- Translated complex local, federal, and state policies into effective, visually appealing instructional guides and onboarding documents.
- Worked with partner organizations to improve cross-functional collaboration and enhance recruitment efforts.

EDUCATION

Western Washington University

2017-2020 | Cum Laude | 3.88 GPA

Bachelor of Arts in Communication Studies

Minor in Journalism-Public Relations

Pierce College

2015-2017 | Honors | 3.87 GPA

Associate of Arts

SKILLS

- Multicultural Marketing
- Community Outreach
- Media Relations
- Graphic and Web Design
- Digital Advertising
- Data Analysis

PROGRAMS

- Adobe Creative Suite
- WordPress
- Mailchimp
- SharePoint
- Salesforce
- Microsoft Office 365
- Outlook
- Microsoft Teams

RECOGNITION

Silver Anvil Award

2023

Public Relations Society of America

Best in Public Sector

2023

PRWeek

Nationwide Employee Highlight

2022

Career Team

Non-fiction Magazine Article Winner

2021

Society of Professional Journalists

In-depth Reporting Finalist

2021

Society of Professional Journalists

Most Professional Journalist

2020

Klipsun Magazine