

JOY DEIBERT

PUBLIC RELATIONS

DETAILS

ADDRESS

Atlanta, GA

PHONE

215-901-2846

EMAIL

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LINKS

[Website](#)

[LinkedIn](#)

SKILLS

Communications



PR Strategy



Strategic Planning



Crisis Communications



Multi-Channel Messaging



Event Production



Leadership



Team Building



PROFILE

Director of Public Relations and Event Specialist with over 15 years of experience in driving strategic communication campaigns and orchestrating special events to elevate brand visibility for non-profit and for-profit arts organizations. Adept at developing global corporate PR initiatives, leading press relations for multiple exhibitions, and implementing multi-channel content strategies. An innovative dot connector and leader known for fostering collaboration and exceeding performance goals.

EMPLOYMENT HISTORY

Director of Public Relations, Imagine Exhibitions, Inc.

Atlanta, GA

Jul 2022 — Apr 2024

- Developed the global corporate PR campaign to strengthen our position as a leader in the traveling entertainment space, to enhance brand recognition, and win new and repeat business.
- Led press relations and special events for 40+ traveling exhibitions, securing 2M+ global press impressions for the company.
- Coordinated and managed promotional events from end-to-end, ranging from press events and press trips to one-off influencer marketing events and pop-up activations at industry conferences.
- Wrote press releases and press strategies achieving 147% increase in press coverage YoY.
- Led an 8-person Content team, orchestrating disciplines and streamlining workflows through strategic planning and production meetings, increasing operational efficiency by 30%.
- Implemented a Multi-Channel Content Strategy across various markets and adapted copy for use by social media, website, and email marketing teams.

Senior Press Officer, Philadelphia Museum of Art

Philadelphia, PA

Dec 2014 — Jun 2022

- Drove media engagement increasing press coverage by 25% through strategic campaigns.
- Pioneered digital press room initiatives enhancing online media presence. Oversaw editorial calendar and published content.
- Developed long-term communication strategies aligning with organizational goals and values.
- Authored press releases, media advisories, and executive briefing documents. Facilitated media interviews for leadership.
- Orchestrated press previews and special events in the US and Europe, expanding museum's international profile.
- Managed a 4-member Communications team, ensuring cohesive operations.
- Promoted to Senior Press Officer from Press Officer within a year.

Associate Director, Wexler Gallery

Philadelphia, PA

Jun 2013 — Dec 2014

- Managed sales, marketing, PR, and brand for a 20th-century design gallery, boosting visibility.
- Pioneered digital content strategies enhancing engagement for gallery exhibitions.
- Co-curated exhibitions featuring emerging and mid-career artists, enhancing gallery reputation.
- Authored press releases and pitched to local media, securing significant press coverage.
- Achieved notable media exposure for emerging artists and gallery owners, elevating their profiles.

Account Manager, Sterling Brands

New York City, NY

Nov 2011 — Jun 2013

- Managed global re-branding initiatives for Procter & Gamble, Bayer Healthcare, and Nestlé USA.
- Conducted consumer research to guide marketing campaigns and creative packaging projects.
- Led brand ideation sessions for new product launches in print and digital promotions.
- Generated and presented revenue reports to Senior Management quarterly.
- Established strategic partnerships, driving revenue growth.

Client Development Analyst, Phillips

New York City, NY

Sep 2007 — Nov 2011

- Worked with Senior Management to build collection-specific strategies to gain consignments from top art collectors.
- Analyzed market trends to guide strategic entry into new regions.
- Presented research findings to Executives in NY and London on a quarterly basis.
- Curated guest lists for special events and played an active role in getting new business.

EDUCATION

M.A., University of the Arts

Philadelphia, PA

Jan 2006 — May 2007

Graduated with Highest Academic Achievement Award

B.A., University of Delaware

Newark, DE

Sep 2002 — Jan 2006

Graduated on the Dean's List

TOOLS

PRESS & PROJECT MANAGEMENT: Smartsheet, Create Send, Meltwater, PR Newswire, Cision, Press Page, Pressly, Sprout, Hootsuite

MARKETING: Press Releases, Marketing Material Development, Strategy Decks, Creative Thinking, Presentation Creation, Event Execution, Social Media Strategy & Management, Press Kit Creation, Global Media Trip Execution

BUSINESS DEVELOPMENT: Expense & Budget Control, Networking, Planning and Forecasting, Negotiation, Contracts, Public Speaking, Presenting, Reporting.