

Joel C. Sikes

PROFILE

- 5+ years of experience in state government.
- Proven track record using digital content and social media to achieve public relations goals.
- Significant experience writing for and engaging with press, constituents, and government officials.
- Proactive critical thinker with experience in research and policy analysis.
- Strong organizational and task management skills, with a high attention to detail.

EXPERIENCE

Illinois General Assembly

Communications Analyst, Office of the Republican Leader

June 2014 - Present

- Served as overall public relations manager for members of the Illinois House of Representatives, which includes members of the Republican Caucus Leadership.
- Designed unique communications plans for each representative, which included different types of communications ranging from written content to events.
- Written numerous different types of public communications, such as, but not limited to weekly newsletters, columns, public speeches, floor speeches, press releases, media advisories, direct mail pieces, and online marketing content.
- Developed and maintained original content for websites.
- Managed social media content for representatives' various social media accounts.
- Developed and maintained media contact lists to ensure most beneficial media exposure.
- Monitored events in the media as they relate the representatives' and their public perception.
- Managed the general operations of district offices, which included overseeing of Legislative Assistants and communications staff interns.
- Drafted official State of Illinois Resolutions to be adopted by the Illinois General Assembly.
- Assisted with the drafting and development of legislation to be heard before the Illinois House of Representatives.

New York State Assembly

Senior Media Coordinator

May 2012 - January 2014

- Served as Press Secretary for four Assembly-members. Wrote 5-10 press releases per week, various columns, speeches, and other mass communications as needed to support member initiatives and engagements.
- Defined and created strategic communication plans for four members, which improved members' name recognition and community presence. These plans included creating and maintaining several social media accounts, writing and developing 100+ e-communications and direct mail pieces, designing digital images, and managing member websites.
- Developed and maintained media contact lists for members to ensure appropriate media correspondence and engagement.
- Coordinated with regional staffs to plan or advertise and execute 20+ public affairs events to maximize community involvement and member exposure.
- Directed artistic design for photo shoots to ensure the most effective public image for the member.
- Tracked members' draft legislation using the legislative retrieval system and maintained consistent knowledge of the existing, draft, and potential laws of New York State to inform and shape members' correspondence to constituents about a range of controversial and benign issues.
- Monitored news and events affecting government affairs, to include developments in legislation and the regulation of communications technology, to employ a range of communications platforms to benefit and promote members' goals.

Illinois General Assembly

Communications Specialist, State Representative Sidney Matthias

November 2011 - April 2012

- Developed and maintained detailed contact lists of local government and social organizations, including municipalities, school boards, park districts, Rotary Clubs, Kiwanis, Veterans of Foreign Wars (VFW), and American Legion posts, to facilitate Representative's communication with said organizations.
- Planned and administered various events for the Representative, including the Wheeling Township Property Tax Seminar, visits to Special Education District of Lake County (SEDOL), School Districts 96 and 102, and arranged meetings with local elected officials from municipalities in district.
- Maintained and updated the Representative's website and Facebook page, publishing posts and photos about his community activities.
- Performed a range of roles as warranted during Representative's or community's events, to include serving as a photographer to create a visual record and serving as a liaison to provide information to local media outlets.

EDUCATION

Illinois State University

Bachelor of Science - Political Science, Minor - History

May 2011

- Activities and Societies: Ekkekko Micro-Finance - Non-Profit Organization, Habitat for Humanity, Young Republicans, USMC Officer Candidate.

HONORS AND AWARDS

Eagle Scout

Boy Scouts of America

October 2006

- Selected to serve as the Senior Patrol Leader, leading a troop of 15+ Boy Scouts aged 10-17 years.
- Devised and coordinated "pen pal" program supporting "Gifts for Grunts" non-profit mission, which ensured nearly 1,000 deployed Marines received regular correspondence from schoolchildren.

Volunteer Actives

- Lake County YRs, Vice President
- Boy Scout Troop 92, Assistant Scoutmaster

SPECIAL SKILLS

Adobe

- Creative Suite

CRM

- NationBuilder

Social Media Applications and Tools

- Facebook, Twitter, Instagram, Flickr, Tumblr, Google+, Google Blogger, Bitly, LinkedIn
- Ability to quickly and effectively adapt to new tools.