KAYCEE MAAS

EDUCATION

COLORADO STATE UNIVERSITY - ONLINE
2026-present

- Pursuing a Master of Communications and Media Management

UNIVERSITY OF COLORADO - BOULDER
2015-2019

- Bachelors of Arts in Sociology
- Certificate in Public Health
- Study Abroad: Pontificia Universidad Católica de Valparaíso – Fall 2018
- Clubs: CU Backcountry Club (2017-2019)

SKILLS

Graphic design and layout
Content strategy
Writing and editing
Social media management
Media relations
Fundraising communications
Email marketing
Storytelling
Web design

WORK EXPERIENCE

American Canoe Association *2022 - Present*
Communications Manager

- Lead all communications and marketing initiatives for the National Governing Body for paddlesports, representing more than 15,000 members and 300+ affiliated clubs.
- Manage content strategy and updates for the ACA website, ensuring timely, accurate, and accessible information for members, instructors, and partners.
- Write and publish news, press releases, and newsletters to strengthen member engagement and promote ACA programs and events.
- Oversee ACA's social media presence across multiple platforms, expanding reach and engagement among the paddling and outdoor recreation community.
- Support fundraising and membership initiatives through targeted email marketing campaigns and storytelling that highlight ACA's mission and impact.
- Serve as Press Officer for the USA Canoe/Kayak Team during the 2024 and 2028 Olympic and Paralympic Games, managing media relations and athlete communications.
- Develop and deliver public presentations and moderate panels to promote paddlesports safety, education, and access initiatives.

Trek - Fort Collins *Part-time 2022-2023*
Assembler

Echo Canyon River Expeditions *Summers 2017-2021*
Raft Guide and Guide Trainer

Jackson Hole Mountain Sports School *Winters 2020-2021*
Alpine Ski Instructor

VOLUNTEER

- Loveland Open Lands and Trails Advisory Commission – Alternate (January 2026-present)
- Diversify Whitewater – Raft Guide and Photographer (Summers 2022-present)
- Coombs Outdoors – Powder Pal and Mentor (Winters 2020-2021)