

Maggie Caples

Advertising

Class of 2003



By Melani Teixeira

Maggie Caples did not always see herself being a communications major – in fact, she changed her major three times before finally finding her niche in the mass communication and journalism department. She remembers being in Dr. Asahina’s advertising class, which she thoroughly enjoyed, and decided to stick with it. This is where her story begins.

A Clovis, Calif. native, Caples did not always plan on attending Fresno State. She dreamed of attending Portland State, but after some consideration, she decided to stay local and attend Fresno City College and then transfer to Fresno State.

After graduating from Fresno State in 2003, Caples accepted a job with Clear Channel Radio as a sales representative. She then worked for Westlands Water District in public affairs and then took a job with Thielen Partners (now Catalyst Marketing) doing media buying.

In 2006, she decided to move to Baltimore where she worked for two different agencies, then continued on to work in corporate communications for T. Rowe Price and Kelly & Associates Insurance Group for five and a half years.

Caples continued to follow her dreams and decided she wanted to complete her education and go back to school to get her master's degree. She obtained her master's degree in contemporary communications in 2013 from Notre Dame of Maryland University. While going to school full time, she accepted a position as a project manager for The International Vaccine Access Center at John Hopkins School of Public Health.

After completing school, Caples moved back to Fresno and accepted her current position as the lead client intake coordinator with Community Food Bank.

With Community Food Bank, Caples launched and co-created a software system for client intake. She works with around 200 agencies in five different counties training them on the software she created.

Once finding her niche in advertising, Caples fell in love with the MCJ department. She loved the classes she took and how passionate she felt and still does feel about communication. Being in communications is what made her want to go back to graduate school, and she enjoys the communications field because she feels like she makes an impact through what she does.

Caples feels the most beneficial skills she learned while in MCJ were taking public relations classes and learning how to write, and taking media buying courses that taught her how to manage math in a business setting.

Without a doubt, Caples' favorite MCJ teacher was Dr. Asahina.

"She had a charisma that was easy to pay attention to and an excitement that a lot of teachers do not have," Caples said. "She makes you get excited for the project you are working on."

Her favorite class was Dr. Asahina's campaigns class and her most beneficial class was media buying.

Caples felt prepared after leaving Fresno State, but admitted that real life is different from being a full-time student with a part-time job.

"The first three weeks of working full time is exhausting," she said.

Caples has had a life full of experiences thus far, but her career is just beginning. In five to 10 years she sees herself teaching communications classes at a junior college.

When asked what advice she has for future MCJ students and graduating seniors, she said, "Find something you are passionate about and do it. I didn't do that at first so I bounced around a lot, but after finishing graduate school I have found that passion and I am excited to see where my next adventure takes me."