
Profile

Maggie

First Name

Duffy

Last Name

Middle
Initial

maggie.duffy@creativepinellas.org

Email Address

4225 8th Ave. N.

Home Address

Suite or Apt

St. Petersburg

City

FL

State

33713

Postal Code

Home: (727) 560-3120

Primary Phone

Alternate Phone

Length of Residency - please select one. *

Not a Clearwater Resident

Do you own or represent a business in Clearwater?

Yes No

If yes, where is the business located? Do you conduct business with the City?

Which Boards would you like to apply for?

Public Art and Design Board: Submitted

Creative Pinellas

Employer

Digital Managing Editor

Job Title

Occupation - If retired, enter former occupation.

Journalist/Curator

Have you served or do you serve on a board in Clearwater?

Yes No

If yes, please list the name of the board.

Why do you wish to serve on this board/committee? If seeking reappointment, state why you should be reappointed.

I would be honored to serve on this committee because I am passionate about public art and design. I lived in Clearwater for more than a decade and have been excited to see more public art, as well as the exhibits at the library. *** I want to make clear that Maggie Duffy is my professional name and my legal name is Margaret Duffy Alexis***

What personal qualifications can you bring to this board or committee?

I work for and would be representing Creative Pinellas, which provides a great deal of public art to the County, and manages the County's permanent art collection. I have a degree in Art History from USF, was the gallery manager of Florida CraftArt in St. Petersburg and was the former arts writer for the Tampa Bay Times. I continue to write about the arts and have a regular column in Bay Magazine.

List Community Activities

As an employee of Creative Pinellas, I'm always out at the latest art openings and cultural festivals. As a journalist, I cover a wide array of events and activities, from theater shows to food festivals.

[Maggie_Duffy_s_Resume.pdf](#)

Upload a Resume

Question applies to multiple boards

[Maggie_DL.pdf](#)

Please attach a copy of one of the following documents: 1) valid current Florida Driver License issued to an address within city limits, or 2) Declaration of Domicile filed with the city clerk affirming residency within city limits.

Question applies to multiple boards

Are you related to any member of the City Council?

Yes No

Question applies to multiple boards

If yes, please provide name and explain relation.

N/A

Question applies to multiple boards

Are you related to a city employee?

Yes No

Question applies to multiple boards

If yes, please provide name and explain relation.

N/A

Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts. (Optional)

Ethnicity

Caucasian/Non-Hispanic

Gender

Female

09/25/1975

Date of Birth

The City of Clearwater strives to promote diversity and provide reasonable accommodations for individuals with disabilities. If you are requesting accommodation, please indicate below:

By clicking on "I Agree," below, I affirm that the information above is true and correct, and that I understand and agree to the responsibilities and commitment of time associated with an appointment to a Clearwater advisory board or committee.

I Agree

All material submitted to the City of Clearwater is subject to the public records law of the State of Florida including Chapter 119, Florida Statutes.

Maggie Duffy

Writer. Storyteller. Curator. Arts enthusiast.

727-560-3120

mrsalexis714@gmail.com

EXPERIENCE

Creative Pinellas, Largo, FL

Gallery Store Curator/Managing Editor

MAY 2025-PRESENT

Revamped the local arts agency's digital magazine that was set to relaunch when the organization's funding was cut by the county.

- Redesigned the magazine's look.
- Assembled a team of writers, assigned, edited and published stories.
- Created an in-house style guide based on the Associated Press

Took over curation of the Gallery Store ahead of the organization's fundraiser and holiday season.

- Brought in new artists
- Created and implemented merchandising plan
- Managed inventory and sales reports
- Managed the organization's website and online store

Bay Magazine, St. Petersburg, FL

Arts Columnist

JANUARY 2025-PRESENT

Featured contributor to this luxury lifestyle publication produced by the Tampa Bay Times. Highlight the arts in Tampa Bay with previews and editorials on the local scene via a monthly online and in print column.

The Gabber Newspaper, Gulfport, FL

Arts and Features Writer

NOVEMBER 2024-MAY 2025

- Developed coverage of the communities of South Pinellas including St. Petersburg, Gulfport and the beaches with a concentration on visual and performing arts
- Expanded features coverage on personal interest stories
- Proofread and assisted in editing the weekly newspaper, collaborating with a team of editors and a designer
- Composed headlines for maximum SEO results

SKILLS

Print and digital journalism, proofreading, editing, command of grammar and AP style.

Extensive experience in curation of fine craft art.

Experienced in publishing software including Wordpress and Arc. Proficient in Adobe InCopy, Adobe Acrobat, Microsoft Office, Google Docs, Asana and Amazon Workspaces.

Proficient in SEO best practices, using Google Analytics and WordPress' internal SEO tool.

Interviewing people from all walks of life and distilling information into clear, concise writing.

Ability to produce under tight deadlines.

Highly organized and detail-oriented.

Experienced in managing teams and the work of artists.

Self-starter, quick learner and strong collaborator.

Tampa Bay Times, St. Petersburg, FL

Arts Writer

JANUARY 2019-AUGUST 2024

- Developed coverage of Tampa Bay's vibrant visual and performing arts scene to write reviews of exhibits, performances and concerts
- Wrote narrative and features stories
- Expanded the newspaper's dining coverage with stories about restaurant openings and closings and food trends
- Collaborated with editors, designers, photographers and videographers to produce packages for print and the web. Pitched stories for social media engagement
- Covered breaking news shifts, reporting on crime
- Received ongoing training sessions on writing and editing
- Adhered to an editorial calendar and weekly budget

Editorial Assistant/ Staff Writer

JUNE 2006-DECEMBER 2018

- Curated and wrote weekly columns about local shopping, art and theater events for publication in the Weekend section
- Conceived and wrote beauty and fashion stories for the Personal Best section and Deal Divas blog
- Collaborated with the Things to Do team to manage and edit hundreds of weekly emailed event submissions to the Times' calendar for online and print
- Edited syndicated columns Dear Abby, Bridge and Horoscope
- Researched past Times articles for readers using archives and the library

Florida CraftArt, St. Petersburg, FL

Gallery Manager

FEBRUARY 2009-FEBRUARY 2015

- Directed the work of more than 300 artists for display and sale in the exhibition and retail galleries
- Designed and installed exhibitions, planned and executed merchandising and conceptualized marketing pieces
- Led sales and increased them by 30%. Sold and oversaw memberships
- Directed a staff of 13, including volunteers. Established a customer service model and wrote a corresponding manual

MORE PUBLICATIONS

Gulf To Bay

Since 2018, annual contributor for the arts section of Visit St. Pete-Clearwater's destination magazine.

Creative Loafing Tampa Bay

Freelance writer since 2024.

The Artisan

Freelance contributor in 2025.

AWARDS

How I Wrote the Story

Tampa Bay Times, 2016

Editor's Award

Tampa Bay Times, 2020

Muse Award for Literary Arts

St. Petersburg Arts Alliance, 2023.

Best of the Bay Award

Creative Loafing, 2023 and 2024.

- Oversaw sales reports, commission checks, loan agreements and contracts
- Wrote social media posts and the monthly email newsletter

EDUCATION

University of South Florida, *Bachelor of Arts, Art History 2001-2004*