



## Experience:

Often referred to as the “voice of AOE” because of her lead role with our popular podcast “Advancing Excellence,” Janice is also the face of so many of our key marketing programs. Janice excels at developing ideas that drive engagement through a variety of marketing tools, especially digital assets. Building on many years of experience in the customer service field, she is deeply connected to understanding different stakeholders and building out personas — matching tactics with audiences. In her role at AOE, Janice helps ensure brand consistency as well as the analysis of data to building marketing programs that work.

# JANICE CLINES

DIRECTOR OF MARKETING • AOE

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### Background:

Building on many years in the customer service field, Janice brings a strong focus on the voice of the customer to all activities. As AOE’s Marketing Manager, she is responsible for executing our marketing plan, while also supporting account managers with a wide range of tactics including social media, email communication, and more. Janice has also played a key role in creating and growing AOE’s successful podcast series, known for delivering informative and engaging content to industry audiences. She is a familiar face on AOE’s webinars and frequently serves as a moderator for both client and internal podcasts and webinars.

Janice has deep expertise in all areas of digital marketing. She is experienced in creating and implementing successful social media strategies that are proven to generate audience growth, engagement and brand awareness. Her work consistently helps AOE clients as well as our own team expand their digital reach in meaningful ways. In addition to her communication and hosting talents, Janice is skilled in video editing, graphic and web design, and analyzing social media and website performance metrics. Her ability to blend technical know-how with customer-focused storytelling makes her an essential part of AOE’s content and marketing strategy.

### Her Role at AOE:

Janice provides support in the following areas:

- Creating and posting content on AOE and other various social media platforms
- Editing and generating newsletters for AOE and clients
- Adding and editing content to all of AOE’s various websites
- Hosting, editing and publishing a variety of webinars for AOE and various clients
- Janice serves as the Lead Marketing Manager for the Roller Compacted Concrete (RCC) Pavement Council, overseeing strategic communications and brand initiatives.
- Utilizes AI-assisted tools and video creation software to develop engaging, data-driven marketing content and streamline content production workflows.

### Her Skills Include:

• Video Editing	• Photoshop
• Hosting Webinars	• Public Speaking
• Creating Graphics	• Marketing AI Integration

### Education and Designations:

- B.S. in Apparel Merchandising and Design, Auburn University
- Google Analytics Training
- Certified AI Marketing Consultant, Marketing Intelligence Institute
- Lydian Stone Google Analytics Certification – 2023