



Experience:

With over 6 years of dedicated experience in the dynamic realm of sales and marketing, Paulina possesses a robust skill set that truly sets her apart. Her expertise encompasses an impressive array of proficiencies, including the adept management of social media and email campaigns, project coordination, SEO optimization, digital and print advertising, analytics, content coordination, graphic design, and video editing. Paulina's diverse skill set makes her a well-rounded and invaluable asset in the field of sales and marketing, capable of orchestrating comprehensive and effective marketing strategies.

PAULINA BARBONE

ACCOUNT MANAGER • AOE

38800 Country Club Drive, Farmington Hills, MI 48331 • paulina.barbone@aoeteam.com
(248) 848-3809 • aoeteam.com

Background:

Paulina has a rich and diverse professional background, with significant experience in sales and marketing management. Her previous role was with the American Concrete Institute (ACI), where she served as the Sales & Marketing Manager. In this capacity, she undertook a wide range of responsibilities aimed at enhancing ACI's digital presence and promoting its products and services.

Her Role at AOE:

Within the AOE team, Paulina collaborates with the Post-Tensioning Institute, where her role involves the creation and execution of the Institute's marketing plan. Her duties encompass the oversight of diverse aspects, including the management of the website, execution of email campaigns, social media activities, and coordination of public relations endeavors.

She serves as a key point of contact for the Institute's Marketing Committee, assumes responsibility for the bi-annual Project Awards, orchestrates industry-related events, and supervises projects related to the brand.

Additionally, Paulina provides support in graphic design and video editing to both AOE Account Managers and PTI's Partner Members.

Her Skills Include:

- Social Media & Email Management
- Project Management
- Digital and Print Advertising
- Award Projects
- Industry Event Marketing
- Graphic Design and Video Editing
- Newsletter

Education and Designations:

- M.S. in Marketing, Michigan University-Dearborn - In Progress
- B.S. in General Management and Business Economics, Oakland University
- A.S. in Business Administration, Oakland University