



SPECIALITIES:

Kari brings a long history of working with the construction industry. She works with many of AOE's clients to help promote their products and technologies through targeted public relations. With her industry knowledge and publications background, Kari can provide easy-to-understand technical articles for the desired market. She is AOE's sustainability expert, promoting zero carbon solutions for the construction industry.

KARI MOOSMANN

SENIOR ACCOUNT MANAGER, SUSTAINABILITY PRACTICE GROUP LEADER • AOE

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BACKGROUND:

With more than 30 years working in construction and technology industries as an editor at a major construction industry publisher and at a top public relations firm Kari understands technical writing and promotion. She can translate technical topics into easily read content targeted to specific audiences. In particular, her specialty is writing about sustainable solutions for the construction industry. Kari's experience also extends beyond writing, she has launched luncheons, books and social networking sites. Kari can assist clients reach their target audiences through a variety of methods including:

- Technical articles
- Case studies
- Fact sheets
- Press releases
- Blogs
- Brochures
- Press conference planning
- Newsletters
- Website development
- Social media
- Video scriptwriting
- Corporate Publications

HER ROLE AT AOE:

Her portfolio includes serving as the lead account manager for the following clients:

- Seal/No Seal Group
- Parker LORD
- DOKA
- CTS Cement Manufacturing Corp.
- Aircraft Belts, Inc.
- Superior Materials

HER SKILLS INCLUDE:

- Content development
- Editing and proofreading
- Editor relations
- AP Style
- Social media
- Newsletters
- Marketing strategy
- Blog editorial calendar development
- Brand positioning
- Webinars
- Podcasts
- Blogs

EDUCATION

- B.A. Journalism, Valparaiso University
- Certified Social Media Consultant (CSMC)
- Member: American Marketing Association