



## EXPERIENCE:

For the past 16 years, Vikki has been producing editorial and marketing content for the construction, engineering, public works and real estate industries. She has been an integral part of award-winning editorial and marketing teams and has served as a judge for both the Jessie H. Neal Awards for business journalism and the American Society of Business Publication Editors' Azbee Awards. With her combined industry knowledge and editorial background, Vikki can turn technical information into engaging content for target audiences.

# VICTORIA K. SICARAS

## ACCOUNT MANAGER • AOE

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## BACKGROUND:

Vikki has more than 20 years of experience in business-to-business publishing, including more than 15 years working as an editor and freelance writer for leading construction industry publishers. As a result, she knows how to craft and pitch the kind of stories that editors want to publish. Vikki also is adept at leveraging digital platforms to help organizations engage and inform their target audiences:

## HER ROLE AT AOE:

A member of the AOE team starting in 2015, Vikki assists team members and their clients in developing content that succinctly delivers key messaging about campaigns and initiatives, products and services, projects and more. Her portfolio includes work for the following AOE clients:

- CECO Concrete Construction
- CTS Cement Manufacturing Group
- Concrete Industry Management (CIM)
- Doka
- H.R. Gray
- Madison Concrete Construction
- National Ready Mixed Concrete Association
- Ohio Concrete
- Tribco

## HER SKILLS INCLUDE:

- Content Development
  - Case studies
  - Fact sheets
  - Feature articles
  - Project and employee profiles
  - Thought leadership articles
  - Sell sheets
- Contests and award programs
- Editing and proofreading
  - AP Style
- Editor and media relations
  - Press Releases

## EDUCATION

- B.S. Journalism, University of Illinois at Champaign-Urbana, 1999