



Experience:

More than 30 years of marketing and management experience (with AOE since 2006) has provided Amy with expertise in account management, project planning and execution, workflow organization and customer service. With AOE, her role has also expanded to include training, website development, billing and accounts receivable management.

AMY NUMBERS

VICE PRESIDENT OF OPERATIONS,
MARKETING SERVICES • AOE

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Background:

In her role as Vice President of Operations, Marketing Services, Amy has administrative and operational duties as she develops and guides processes to ensure smooth delivery of services for all AOE accounts. She has contract administration, logistics, accounting and team development expertise—all roles she fills for the AOE team. She also leads the client onboarding and advocate process.

In addition to her operational duties, Amy's other responsibilities include lead account management for several AOE's valuable clients. Amy assists clients by communicating key messages to their target audiences through numerous communications vehicles including:

- Feature articles
- Website design and development
- Ads and sell sheets
- Press releases
- Brochures
- Award submittals
- Annual reports
- Electronic communications
- Social media content creation and monitoring
- Videos
- Client surveys

Her Role at AOE:

A member of the AOE team since 2006, Amy is the lead account manager for the following accounts:

- Concrete Industry Management (CIM)
- Rieck Services
- Waldemar S. Nelson and Company

Her Skills Include:

- Marketing tactic development
- Content development for websites, social media, newsletters, blogs, etc.
- AP Style writing
- Workflow organization
- WordPress, WIX and other CMS platforms
- Press conference organization/implementation
- Video scriptwriting
- Video layout using Animoto
- Setting priorities to meet multiple project deadlines
- Graphic design utilizing Canva

Education and Designations:

- B.A. Business Administration and Marketing, University of Findlay – 1986
- Visit Dublin – Board Member since 2017
- Michigan Society of Association Executives (MSAE) Academy of Association Management
- Google Analytics Certification