



## Experience:

For the past 25+ years, Vikki has been producing marketing and editorial 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—and she knows how to reach them. She is certified in Digital Marketing, Social Media Marketing and Association Digital Marketing.

# VICTORIA K. SICARAS

SENIOR ACCOUNT MANAGER • AOE

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### Background:

Vikki has more than 25 years of experience in business-to-business publishing, including more than 20 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 reach, engage and inform their target audiences.

### Her Role at AOE:

A member of the AOE team since 2015, Vikki is AOE's Social Media Task Group Leader. She assists clients and team members 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:

- ACI Foundation
- American Concrete Institute
- American Concrete Pavement Association
- American Concrete Pumping Association
- Concrete Industry Management (CIM)
- Fonte & Co.
- Graycor
- International Grooving & Grinding Association
- National Ready Mixed Concrete Association

### Her Skills Include:

- Social media strategy
- Digital marketing and advertising
- Content development
- Newsletters and blogs
- Podcasts and webinars
- Case studies, sell sheets and fact sheets
- Feature and thought leadership articles
- Project and employee profiles
- Press releases
- Surveys, contests and award programs
- Editing and proofreading
- AP Style
- Editor and media relations

### Education:

- B.S. Journalism, University of Illinois at Champaign-Urbana – 1999
- Social Media Marketing Certification from HubSpot Academy
- Association Digital Marketing Certification from Association Academy
- Digital Marketing Professional Certification from Digital Marketing Institute/American Marketing Association