



Specialties:

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 also is AOE's sustainability expert, having earned Envision Sustainability Professional (ENV SP) designation.

KARI MOOSMANN

ENV SP, SENIOR ACCOUNT MANAGER, SUSTAINABILITY COMMUNICATIONS 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, as she has launched luncheons, books and social networking sites. As leader of the AOE Sustainability Communications Practice Group, Kari helps clients outline their communications and marketing plans related to sustainability. Her experience enables her to 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
- Trade booth 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:

- Parker LORD
- DOKA
- St Marys Cement,
- NEU: An ACI Center of Excellence for Carbon Neutral Concrete
- American Concrete Institute Chapters
- C60
- Seal/No Seal Group
- Quality Saw & Seal

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 and Designations:

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