



EXPERIENCE:

More than 25 years of marketing and management experience has provided Amy with expertise in account management, project planning and execution, work flow organization and customer service. With AOE, her role has also expanded to include training, website development, billing and accounts receivable management.

AMY NUMBERS

SENIOR MANAGER OF OPERATIONS, MARKETING SERVICES • AOE

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BACKGROUND:

In her role as Senior Manager of Operations, Marketing Services, one of Amy's responsibilities is developing, tracking and maintaining all Return-On-Investment (ROI) reporting for AOE clients as well as providing custom reports to meet our clients' needs. This vital reporting provides a detailed listing of activities provided by AOE and their impact to the organization. Examples include PR value and reach, social media engagement, eblast open rates and more.

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

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

HER ROLE AT AOE:

A member of the AOE team since 2006, Amy has expanded her role from administration to lead account manager for the following accounts:

- Concrete Industry Management (CIM)
- Rieck Services
- H.R. Gray
- Madison Concrete Construction
- Stream + Wetlands Foundation

HER SKILLS INCLUDE:

- Processing and tracking Return On Investment (ROI) information
- Wordpress and other client website platforms
- Development of sales documentation for client use
- Work flow organization
- Press conference planning
- Setting priorities to meet multiple project deadlines
- Customer service skills
- Video scripting

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