



EXPERIENCE:

Many years in the customer service field allows Janice to help AOE create content and convey their message to new and existing clients.

JANICE CLINES

MARKETING COORDINATOR • AOE

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BACKGROUND:

With many years in the customer service field, Janice is able to develop a variety of marketing content to help clients reach their objectives. In her role as marketing coordinator, Janice not only executes the AOE marketing plan but also assists the account managers at AOE with creating relevant social media for clients. Janice also helps the AOE staff with email marketing, video editing and graphics. In addition to her AOE responsibilities, Janice serves as the account lead for the Slag Cement Association (SCA). She acts as the SCA's marketing coordinator and works directly with their Executive Director on implementation of marketing and membership activities.

HER ROLE AT AOE:

Janice provides support in the following areas:

- Creating and posting content on AOE and other various social media platforms
- Editing and generating newsletters for AOE and clients
- Adding and editing content to all of AOE's various websites
- Hosting, editing and publishing a variety of webinars for AOE and various clients

HER SKILLS INCLUDE:

- Video editing
- Hosting webinars
- Creating graphics
- Photoshop
- Public speaking

EDUCATION:

- B.S., Auburn University