



Professional Organizations:

Kristin is a member of the Construction Media Alliance and was a member of the former Construction Writers Association. She is also a member of the Construction Specifications Institute, Columbus Chapter. Since 2012, Kristin has served on the planning committee for DesignColumbus, an education day and trade show hosted by the USGBC Central Ohio Chapter and CSI Columbus.

KRISTIN DISPENZA

SENIOR ACCOUNT MANAGER • AOE

12641 Robinson Ridge Road, Athens, OH 45701 • kristin.dispenza@aoeteam.com
(248) 516-1105 • aoeteam.com

Background:

With a Bachelor of Science degree from The Ohio State University College of Engineering/ School of Architecture, Kristin couples her writing skills with immense technical background. Kristin has 30+ years of writing and editorial experience in the AEC industry. She also has experience serving as a project manager for marketing campaigns. She is certified by the Institute for Public Relations (IPR) in Strategic Communications. Her work history includes:

- Conducting interviews and writing feature articles for business publications and trade journals
- Extensive experience writing about AEC products, systems and trends
- Writing for company newsletters, blogs, and social media channels
- Developing text and scripts for videos, websites and podcasts
- Managing comprehensive marketing campaigns including strategic planning, communications, advertising, production of marketing collateral, website management, analytic tracking and reporting

Her Role at AOE:

A member of AOE since 2013, Kristin acts as an account and project manager and creates content such as trends articles, case studies and other PR materials. In 2022, Kristin spearheaded the development of AOE's PR Practice Group, which focuses on ensuring best practices are applied in all PR campaigns for clients. She has unique expertise in identifying trade publication opportunities and pitching, placing and writing articles.

Her Skills Include:

- Technical writing, with communications expertise in sustainability and construction methods
- Project management
- Representing local, state, national and global associations
- Expertise in pitching and crafting editorial including for online journalist/ reporter forums
- Developing training and educational programs
- Management of location-based advertising and other social media and SEO programs

Education and Designations:

- B.S. Architecture, The Ohio State University, School of Architecture, College of Engineering – 1988
 - Minor in English Literature
- Institute for Public Relations (IPR) Master Class Certified: Strategic Communications