



EXPERIENCE:

Ashley's early experience as editor-in-chief for a business-to-business publisher's construction division brings invaluable perspective to her work. Today, she helps clients develop and implement marketing, PR and content strategy.

ASHLEY KIZZIRE

VICE PRESIDENT OF MARKETING • AOE

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BACKGROUND:

As Vice President of Marketing for AOE, Ashley helps clients plan and implement marketing strategy to reach their target audiences. In addition, Ashley is responsible for achieving AOE's objectives related to marketing, client referral strategy and implementation, branding, and team member development regarding client relations. An editorial background in the areas of commercial construction, heavy equipment, concrete construction and residential building is the foundation for Ashley's ability to communicate and understand the unique issues facing the A/E/C industry. Ashley's success includes developing marketing, public relations and social media strategies for clients, such as:

- Feature articles
- Website development
- Corporate Communications
- Blogs
- Press releases
- Brochures
- Award submittals
- Newsletters
- Email marketing
- Case studies
- Social media
- Surveys
- Strategic marketing planning and implementation
- Webinars and training

HER ROLE AT AOE:

A member of AOE since 2005, Ashley's portfolio includes work for the following clients:

- Coldspring
- CTS Cement
- Tilt-Up Concrete Association
- HCB, Inc.
- American Concrete Pumping Association
- CECO Concrete Construction, LLC
- Encore Concrete Construction
- Tribco Concrete Construction
- American Concrete Pipe Association

HER SKILLS INCLUDE:

- Marketing Strategy
- Content Strategy
- Content Development
- Social Media
- Website Content
- Media Relations
- Brand Positioning
- AP Style
- Public Speaking

EDUCATION

- B.A. English, Birmingham-Southern College – 1995
- M.Ed., Auburn University Montgomery – 1998
- Certified Social Marketing Consultant