



Experience:

For the past 20+ years, Vikki has been producing editorial and marketing content for the construction, engineering, public works and real estate industries. She has been an integral part of award-winning editorial and marketing teams and has served as a judge for both the Jessie H. Neal Awards for business journalism and the American Society of Business Publication Editors' Azbee Awards. With her combined industry knowledge and editorial background, Vikki can turn technical information into engaging content for target audiences—both in print and online. She is certified in Social Media Marketing and Association Digital Marketing.

VICTORIA K. SICARAS

ACCOUNT MANAGER • AOE

6134 S Kensington Ave., Unit C, Countryside, IL 60525 • vikki.sicaras@aoeteam.com
(248) 516-1118 • www.aoeteam.com

Background:

Vikki has more than 20 years of experience in business-to-business publishing, including more than 15 years working as an editor and writer for leading construction industry publishers. As a result, she knows how to craft and pitch the kind of stories that editors want to publish. Vikki also is adept at leveraging digital platforms to help organizations reach, engage and inform their target audiences.

Her Role at AOE:

A member of the AOE team since 2015, Vikki is AOE's Social Media Practice Group Leader. She assists clients and team members in developing content that succinctly delivers key messaging about campaigns and initiatives, products and services, projects and more. In this role, she also ensures best practices are developed and the latest strategies are implemented to ensure client success. Her portfolio includes work for the following AOE clients:

- American Concrete Pumping Association
- Concrete Industry Management (CIM)
- International Grooving & Grinding Association
- National Concrete Pavement Association
- St Marys Concrete
- Michigan Concrete Association
- Doka
- Anser Advisory
- Madison Concrete Construction
- Ceco Concrete Construction, LLC
- National Ready Mixed Concrete Association
- American Concrete Institute

Her Skills Include:

- Social media strategy
- Digital marketing and advertising
- Content development
- Case studies
- Fact sheets
- Feature articles
- Project and employee profiles
- Thought leadership articles
- Sell sheets
- Contests and award programs
- Editing and proofreading
- AP Style
- Editor and media relations
- Press releases

Education and Designations:

- B.S. Journalism, University of Illinois at Champaign-Urbana - 1999
- Social Media Marketing Certification from HubSpot Academy
- Association Digital Marketing Certification from Association Academy