



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

#### 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)
- H.R. Gray
- Stream + Wetlands Foundation
- Rieck Services
- Madison Concrete Construction

#### HER SKILLS INCLUDE:

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

#### 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