

* Aligned | by Angel *

Aligned by Angel delivers strategic, reliable, and execution-ready marketing support for architecture, engineering, construction (AEC) and commercial real estate (CRE) firms. With 14+ years of industry experience, Angel Mallard, CPSM, provides fractional marketing leadership, project-based support, and polished communications that strengthen brand presence, elevate client engagement, and keep business development efforts moving.

Core Services

Fractional Marketing Leadership

- Strategic marketing planning & execution
- CRM oversight, pipeline coordination, & BD support
- Proposal strategy, content development, & production
- Pursuit messaging, interview coaching, & presentation refinement
- Internal communications & team alignment

Project & Campaign Support

- Project-specific marketing deliverables
- Case studies, project sheets, & portfolio development
- Award submissions & industry recognition support
- Thought leadership content & SME collaboration

Marketing Communications

- Email campaigns, announcements, & client communications
- Social media strategy, content coordination, & scheduling
- Website updates, content management, & project pages
- Branded graphics, collateral, & marketing assets
- Copywriting, editing, & message development

Event & Client Engagement Support

- Client events, open houses, & firm-hosted programs
- Speaker, sponsor, & stakeholder coordination
- Event marketing materials & communications
- On-site support as needed

Why Firms Align

- 14+ years of AEC marketing & business development experience
- Certified Professional Services Marketer (CPSM)
- Deep understanding of technical teams, project lifecycles, and client expectations
- Proven ability to elevate brand consistency, streamline operations, and enhance engagement
- Reliable, embedded support that feels like an extension of your team

Tools & Platforms

Canva | Adobe Creative Suite | Microsoft Office | PowerPoint | CRM Systems | CMS Platforms | Email Marketing Platforms | Social Media Tools | Association/Event Platforms

Industry Experience

Deep experience supporting and working within:

- Architecture, Engineering & Construction (AEC)
- Commercial Real Estate (CRE)
- Professional Services Firms
- Membership-Based Industry Associations

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Aligned by Angel provides polished, strategic, and execution-ready marketing support tailored to the needs of AEC & CRE firms.

[Website](#)

[Portfolio](#)

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