

* Aligned | by Angel *

Aligned by Angel provides marketing communications and event operations support specifically for architecture, engineering, construction (AEC), and commercial real estate (CRE) industry associations. With 14+ years of AEC marketing experience and deep association leadership through SMPS Atlanta, Angel Mallard, CPSM, brings a rare combination of strategic insight, operational execution, and member-focused communication expertise.

This support is designed for lean association teams that need a reliable partner to manage communications, elevate engagement, and ensure events and campaigns run smoothly and professionally.

Core Services

Marketing Communications

Support for ongoing member engagement & association visibility:

- Communications calendar planning & management
- Email marketing campaigns & member announcements
- Newsletter design, production, & distribution
- Social media content coordination & scheduling
- Website updates & content management
- Presentation design (PowerPoint / executive decks)
- Branded graphics & marketing collateral
- Copywriting, editing, & messaging support

Event Operations Support

Seamless coordination for conferences, programs, & member events:

- Event logistics planning & coordination
- Speaker, sponsor, & stakeholder communications
- Registration support & attendee communications
- Event timelines & production tracking
- Vendor coordination & deliverable management
- On-site event support as needed
- Event marketing materials & collateral
- Post-event communications & follow-up

Professional Highlights

- 14+ years of AEC marketing & business development experience
- Certified Professional Services Marketer (CPSM)
- Immediate Past President, SMPS Atlanta
- Chair, MEGA Meeting (2021-2026)
- SMPS Atlanta Marketer of the Year (2022)
- Extensive experience in proposals, pursuit marketing, & client engagement
- Proven track record supporting growth, branding, & communications for AEC organizations

Partnership Opportunities

Available for:

- Ongoing marketing communications support
- Event-based & conference support
- Seasonal or campaign-based projects
- Embedded fractional marketing & operations support for associations

Industry Experience

Deep experience supporting and working within:

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

Tools & Platforms

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

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Aligned by Angel acts as a reliable extension of your team, delivering polished marketing communications, member engagement, and event operations support backed by 14+ years of AEC industry and association experience.

[Website](#)

[Portfolio](#)

[LinkedIn](#)