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SUMMARY

A highly effective Marketing & Communications Manager specializing in branding, KPI assessment and achievement, and Corporate Training. Creative thinker with a strategic mindset and proven success in managing cohesive strategies, regularly resulting in quantifiable ROI and increased brand recognition. ENFJ-personality. Signature hashtag: mustlovedogs

SKILLS

COMMUNICATIONS: Adobe Creative, Canva, Corporate and Crisis Communications, Editing, Gantt Charts, Media Relations, MS Office (Excel, Outlook, PowerPoint), Networking, Newsletters, Press Releases, Public Relations, Public Speaking, Social Media, Speech Writing, Storytelling, Training, Writing

MARKETING: A/B Testing, Analysis, Branding, Budget Forecasting, Campaign Management, Constant Contact, Event Planning, Lead Generation, Product Launches, Trade Shows, Vendor Relations

SOFT SKILLS: Adaptability, Critical and Strategic Thinking, Dependability, Emotional Intelligence, Flexibility, Motivation, Negotiations, Leadership, Organizational Skills, Professionalism, Time Management, Work Ethic

RELEVANT WORK EXPERIENCE

12/2024 – PRESENT BRAND MANAGER – NORTH AMERICA, ARISTON GROUP

4 – 5-month contract position to cover an employee leave

- Implemented and monitored newly minted processes to tighten branding measures, working with Sales departments to build a flexible yet professional relationship between Marketing and Sales
- Worked with Ariston Group’s domestic and international Marketing Teams to plan promotional events geared towards developing Contractor loyalty and creating “Ariston Group Brand Ambassadors”
- Collaborated with the three Vice-Presidents of Sales on full-page ad designs and marketing programs to develop mediums that furthered the messages and bolstered the goals of each Sales Region
 - Graphic design for marketing campaigns, eblasts, advertisements, and logo redesign
 - Spearheaded new creative campaigns for relaunch of brand reputations
- Assisted North American Product Directors with the two major industry trade shows: AHR and NAHB’s IBS
 - Consulted on review and approval of graphics designed by a contracted agency for the AHR show
 - Designed graphics for Ariston Group’s IBS trade show booth
 - Designed and authored social media advertising of Ariston Group brands (Ariston, NTI, HTP, and American Standard Water Heaters) for posting on LinkedIn, Facebook, and Instagram

11/2023 – PRESENT FREELANCE CONSULTANT, PROFESSIONAL AND PERSONAL DEVELOPMENT

Professional and personal development coaching in Communication and Personal Branding skills

- Marketing Consultant for the Thermostatic Heating Valve industry
- Training on how personal behaviors affect professional branding and corporate reputations
- Consultation workshops on Time Management, Organizational Skills, and Study and Research Skills
- Expository presentations (“Lunch ‘n’ Learn”) on Best Practices in Communications for Sales to the C-Suite

02/2022 - 11/2023 MARKETING MANAGER, LEONARD VALVE COMPANY

Responsible for planning and oversight of product launches and sustained marketing of new digital products

- Introduced processes to tighten branding measures, resulting in more cohesive visuals across all channels
 - Redesign and expansion of all sales literature, resulting in an approximate 400% increase in requests

- Initiated successful product launch campaigns, driving demand for new products
- Scripted and directed video production projects that highlight product features and benefits
- Implemented social media strategies that resulted in an 85% increase in followers
- Planned and execution of all trade shows and training events
- Instructional design and promotion of ASPE-approved CEU/PE credit courses, resulting in an 800-percent+ increase in requested training seminars and a 1200-percent+ increase in attendees of in-person training

12/2017 – 01/2022 FREELANCE GHOSTWRITER AND EDITOR, SELF-EMPLOYED

12/2014 - 11/2017 MARKETING SPECIALIST, LENZE AMERICAS

Administered marketing programs, reports, and business communications for Lenze Americas' Distribution

- Key player in transforming the underperforming wholesale distribution chain, resulting in a 25% year-over-year average increase in sales for participating wholesalers
 - Coordinated and executed marketing campaigns to generate new sales leads
 - Focused KPIs on improved communications with Channel Team Leaders, resulting in stronger Manufacturer-Distributor relationships
 - Created a library of PowerPoint sales presentations for prospective customers, resulting in more collaboration opportunities between the Manufacturer's and Distributor's Sales Teams
 - Enhanced productivity by streamlining processes using advanced Excel dashboards, featuring Pivot tables and dashboards, and PowerPoint presentations, cutting administrative preparation time of reports by 90%
- Event Planning and Execution:
 - Organized large-scale training events, ensuring seamless execution of all essentials for VIP visits
 - Planned regional product launch tours for the i500 series in conjunction with Lenze's Wholesale Distributors
- Wrote and edited newsletters and email marketing campaigns
- Coordinated Distributor contracts and licensing for the sale of Lenze products

EDUCATION

Bachelor of Arts, University Of Rhode Island, Pre-Law/Summa Cum Laude

Associates of Science, Community College Of Rhode Island, Forensic Science - Biology/Summa Cum Laude

Bachelor of Arts, Rhode Island College, Communications

CAREER ASSESSMENT HIGHLIGHTS

- High attention to detail and ability to develop thorough work plans have resulted in great success in previous positions
- The ability to be consistent in following rules and procedures, and at the same time being flexible with change, has delivered great quality work while adjusting to new procedures, as necessary
- Adjusts to change quickly and easily, but not at the expense of quality, to ensure that the company's success and reputation remain intact