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SUMMARY

Effective Demand Generation Marketing & Communications professional specializing in communications, event planning, and branding; additional experience in Corporate Training. Creative thinker with a strategic mindset and proven successes in building brands and managing cohesive strategies regularly resulting in quantifiable audience gains and increased brand recognition. ENFJ-personality. Signature hashtag: #mustlovedogs

SKILLS

COMMUNICATIONS: Adobe Creative, Corporate and Crisis Communications, Editing, Editorial Calendars, 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, Asana, Brand Development, Budget Forecasting, Campaign Management, Constant Contact, CRM, Event Planning, Lead Generation, Monday.com, Product Launches, SEO, Trade Shows, Vendor Relations

SOFT SKILLS: Adaptability, Critical and Strategic Thinking, Decision Making, Dependability, Deductive and Inductive Reasoning, Emotional Intelligence, Flexibility, Manners, Negotiations, Leadership, Organizational Skills, Professionalism, Self-Motivated, Time Management, Work Ethic

RELEVANT WORK EXPERIENCE

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

Professional and personal development coaching after leaving Leonard Valve Company

- Consulting for and tutoring Writing students at the college level
- Consultation workshops on Time Management, Organizational Skills, and Study and Research Skills
- Training on how personal behaviors affect professional branding and corporate reputations
- Expository presentations (“Lunch ‘n’ Learn”) on Best Practices in Communications for Sales to the C-Suite
- Continued scholarly research on Social Media and its effects on interpersonal communications

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

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 ≈ 400% increase in requests for it
 - Initiated successful product launch campaigns, driving demand for new offerings
 - Scripted and directed video production projects that highlight product features and benefits
- Implemented social media strategies that resulted in an 85% increase in followers
- Event planning 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
- Administrative support to the CEO and CFO: copywriting, custom Excel spreadsheets, PowerPoint presentations

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

During this period, I freelanced around personal commitments: my late mother had cancer and needed assistance with care; the COVID-19 pandemic hit and 90% of my work became ghostwriting obituaries. My late mother beat cancer only to later pass from COVID-19. Hers was the last obituary I wrote and the impetus to return to regular, full-time work.

12/2014 - 11/2017 MARKETING SPECIALIST, LENZE AMERICAS (HYBRID)

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 Manufacturer's and Distributor's Sales Teams
 - Enhanced productivity by streamlining processes using advanced Excel dashboards, featuring Pivot tables and dashboards, and PowerPoint presentations and cut administrative preparation time 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

OTHER EXPERIENCE

Academic Trainer/Assistant Manager, Community College of Rhode Island Tutoring Center (Part-Time)

Marketing Communications & Licensing Manager, Hope Valley Industries (Contract)

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, in order to ensure that the company's success and reputation remain intact