

Kimberly (Manchester) Massaroco
Marketing and Communications Professional

401-862-8438

kjmanchester@yahoo.com

www.kimberlymanchester.com

www.linkedin.com/in/kimberlymanchester

KEY SKILLS

CONTENT CREATION AND STRATEGY: Adobe Creative Suite, Corporate and Crisis Communications, PowerPoint, Newsletters, Photography, Press Releases, Public Speaking and Speech Writing, Storytelling, Technical Writing

BUSINESS DEVELOPMENT: Brand Management, Event Planning and Trade Shows, Media Relations, Negotiations, Networking, Political Relations, Product Launches, Public Relations, Trade Shows, Wholesaler and Vendor Management

RESEARCH AND DATA ANALYSIS: Forensic Research, Interviewing, Quantitative and Qualitative Analysis, Survey Monkey

SOFT SKILLS: Adaptability, Critical and Strategic Thinking, Dependability, Deductive and Inductive Reasoning, Emotional Intelligence, Flexibility, Negotiations, Leadership, Organizational Skills, Team Player, Time Management, Work Ethic

RELEVANT EXPERIENCE

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

Hired to develop a full Marketing and Corporate Training program. Worked closely with the Regional Sales Managers, answered directly to the CEO. Duties and successes include:

- Proposal and design of all communications campaigns: advertisements, sales literature, LinkedIn postings, direct mail, video production and other online media
 - Increased LinkedIn following by 500+ followers over 18 months, and interaction by over 2,000% (LinkedIn Analytics, Google Analytics)
 - Introduced QR code marketing, resulting in exponential increase in direct traffic to website and targeted, user-friendly results for visitors
 - Scripted and directed infomercial and instructional videos for product launch of Proton 2.0+ Series (<https://www.youtube.com/@leonardvalvecompany6037>)
- Re-design of all Leonard Valve Company's existing sales materials:
 - Designed Official Leonard Valve PowerPoint template and created a style guide for consistency in branding
 - Created a PowerPoint library of presentations for Sales, Corporate Training, and C-Suite use
 - Design of all local and national trade journal advertisements, sales slicks and brochures, posters, and POP signs
 - Redesign and expansion of company catalog. Introduced ease-of-reference matrices for product line features, and interactive QR codes (Release Date: January 2024)
 - Photography and Photoshop: Photographed and Photoshopped all new products and updated lesser-quality photographs of existing products. Photos used in all Leonard Valve marketing, as well as on national Wholesaler websites, such as www.Ferguson.com and www.Grainger.com
 - Saved company over \$30,000/year by changing print vendors and by bringing both photography and graphic design completely in-house through use of Adobe Creative Suite
- Responsible for all media relations and communications: negotiating buys, writing, editing and submission of digital and print advertisements, white papers and guest editorials, networking with industry Publishers, Editors, and Columnists
- Design and oversight of updates to the company website, www.leonardvalve.com: page design and development, photography and image coordination, content updates, basic code editing and oversight of major coding changes/development. Project was ongoing when marketing budget reduced

- Event Planning, design, and oversight for all corporate Training events and Trade Shows:
 - Design and oversight of Leonard Valve local and national trade show booths: layout, design and editing of large-format (96" x 36") graphics, vendor management, in-person oversight of show set-up, take-down and technical needs, planning and hosting of après-show events, and scheduling of booth personnel
 - Planning, full oversight and execution of in-person, semi-annual *Leonard Valve Training Days*
 - Creation, scheduling, and full oversight of bi-monthly *Lessons with Leonard* webinars
 - Administration of ASPE continuing education credit program, and Instructional Design of new and updated ASPE-approved CEU/PE credit presentations and certification of presenting instructors

12/2014 - 11/2017 LENZE AMERICAS, DISTRIBUTION PROGRAMS SPECIALIST

Researched, wrote, planned, and organized Distribution programs, reports, and business communications, including:

- Audits of all Lenze's Wholesale Distributor sales activity and forecasting, resulting in 25% average year-over-year revenue increase for selected accounts
- Sales metrics reports (monthly, quarterly, yearly KPIs) for internal and external customers
- Advanced MS Excel and PowerPoint presentations; Pivot tables, dashboards, interactive reports to V.P./C-Suite audiences
- Planned and hosted VIP Distributor visits and Distributor Relations events
- Coordinated regional product launch tours
- Wrote and edited newsletters, CRM data management (SAP) and email marketing campaigns to Wholesale Distributors
- Selection and ordering of company promotional items ("swag")
- Created and maintained PowerPoint presentation library for Distribution Channel Team Managers
- Developed close and respected working relationships with Senior Management and C-Suite members of Lenze's Wholesale Distributors through above-listed activities
- Various projects as assigned by the National Channel Programs Manager

01/2008 – 12/2014 COMMUNITY COLLEGE OF RI, ACADEMIC COACH/ASSISTANT OFFICE MANAGER

Hired as a Tutor in 2008 and regularly promoted based on performance metrics and observed results:

- 50% increase in General Chemistry student retention rate, with 120% increase in students receiving A's
- Successfully liaising between Student Academic Success Center and Student Government, started while serving dual role as SG Vice-President of Public Relations (2008 – 2010)
- Creation of training units and materials, training of new tutors for in-demand STEM subjects
- Value of topical presentations and learning aids, including PowerPoint slide decks, newsletters, and brochures created for use in conjunction with Success Center tutoring, recruitment, training, and students' academic development
- Supervision of student employees
- Crisis management skills and management of on-campus safety drills
- College Representation at professional events and conferences
- Photographer's model, upon request, for various departments and needs

OTHER EXPERIENCE

Self-Employed, Ghostwriter and Editor

Hope Valley Industries, Marketing Communications Manager (Contract)

DEGREES AND CERTIFICATES

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

Associates of Science, Community College Of Rhode Island/biology/Summa cum laude

Bachelor of Arts, Rhode Island College/Communications