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## **SUMMARY**

An accomplished Brand Marketing and Communications Manager with expertise in product launches, trade shows, training, and presentations. Proven success in designing and managing strategies that yield measurable ROI and enhance brand recognition. ENFJ personality. Signature hashtag: #mustlovedogs

## **CORE COMPETENCIES**

**COMMUNICATIONS:** Adobe Creative (Illustrator, InDesign, Photoshop, Lightroom), Canva, Crisis Communications, Cross-Functional Collaboration, Media Relations, Newsletters, Press Releases, Public Relations, Social Media, Speech Writing, Storytelling, Technical Writing

**MARKETING:** AI, A/B Testing, Branding, Campaign Management, CRM, Event Planning, Forecasting, Graphic Design, Product Launches, Trade Shows, Vendor Relations

**TRAINING:** Change Management, Critical and Strategic Thinking, Instructional Design, Emotional Intelligence, LMS Administration, Leadership, Organizational Skills, Professionalism, Time Management, TTT Rollout

## **RELEVANT WORK EXPERIENCE**

### **12/2024 – 04/2025 SENIOR BRAND MANAGER – NORTH AMERICA, ARISTON GROUP (CONTRACT)**

*5-month contract to cover employee maternity leave of a newly created, still-developing position*

- Cross-divisional collaboration with Sales and Engineering
  - Developed print and digital marketing campaigns that aligned with both brand and sector goals
  - Led creative campaigns for the Canadian rebranding of NTI Boilers (*Made in Canada*) and the U.S. national launch of American Standard Water Heaters (*Our Standards* and *There's More to Come*)
- Graphic design and copywriting for all Ariston Group brands
  - Designed graphics and wrote copy for real-time release social media posts and year-long campaigns
  - Created a new logo for HTP Phoenix water heaters to generate excitement around a stagnating brand
  - Wrote press releases for publication in major U.S. and Canadian industry trade journals (*Plumbing Engineer, Contractor, The Wholesaler, HPAC Magazine, PHC News*, etc.)
- Partnered with North American Product Directors for the industry's two biggest trade shows: AHR and IBS
  - Worked with creative agencies to review and approve graphics for Ariston Group's 4-brand, 40' x 40' two-floor AHR trade show booth
  - Designed a 20' x 20' IBS trade show booth for HTP and American Standard Water Heaters
  - Created all show-related promotional materials for social media posts and HubSpot e-blasts

### **11/2023 – PRESENT FREELANCE CONSULTANT/INSTRUCTIONAL DESIGNER, BRAND DEVELOPMENT**

*Personal and professional coaching in Marketing, Communication, and Branding*

- Marketing Consultant for manufacturers, offering employee training and Go-to-Market consultations through contract agencies (*Dialectica, GLG*)
- Training in the impact of personal behaviors on corporate branding in the age of social media
- Presentations on best practices in effective interpersonal communications for Sales, HR, and CXOs, with emphasis on teaching how to use non-verbal communication to display influential qualities

### **02/2022 - 11/2023 MARKETING & TRAINING MANAGER, LEONARD VALVE COMPANY**

*Managed strategic planning and oversight of product launches and marketing efforts for new digital and legacy thermostatic mixing valve lines*

- Spearheaded internal project and change management efforts tied to the Go-to-Market playbook
- Created campaigns to enhance branding measures, resulting in cohesive visuals across all media
  - Redesigned and expanded sales literature library, rewriting technical documentations and specifications for non-technical audiences, resulting in a 400% increase in requests for literature
  - Managed product launch campaigns, boosting demand for new products
  - Scripted and directed video production projects to showcase product features and benefits
- Managed logistical planning and execution of trade shows and training events
  - Designed and promoted ASPE-approved CEU/PE credit courses, leading to an over 800% increase in requested training seminars and a 1200% increase in attendees for in-person training
  - Led the design and deployment of digital learning guides to support sales training initiatives
  - Conducted learning assessments and iterative content improvements based on feedback
  - Integrated and troubleshooted LMS systems for course tracking and compliance
- Executed social media strategies that resulted in an 85% increase in followers over 12 months

## **12/2011 – 01/2022 FREELANCE GHOSTWRITER AND EDITOR (CONFIDENTIAL)**

### **12/2014 - 11/2018 BRANDING & TRAINING PROGRAMS SPECIALIST – DISTRIBUTION, LENZE AMERICAS**

*Managed marketing programs, technical sales reports, and business communications for distribution*

- Key player in transforming the wholesale distribution chain, leading to an average increase in sales of 25% year-over-year for participating wholesalers
  - Coordinated and executed brand marketing campaigns to generate new sales leads
  - Focused KPIs on improved communications with Engineering and Channel Leaders, resulting in stronger Manufacturer-Distributor relationships
  - Enhanced productivity by streamlining processes used to create monthly Sales Reports, cutting administrative preparation time by 90%
- Cross-functional planning and execution of large-scale events and product launches, resulting in renewed interest in the promotion and sale of Lenze products
  - First annual *LenzeWorld*, an invite-only technical training event for CXOs of Lenze Distributors
  - The multi-state *i500 Road Show* promotional product launch tour for the state-of-the-art digital *i500* inverters
- Wrote and edited newsletters and e-blast marketing campaigns, customer satisfaction surveys
- Coordinated Distributor contracts and licensing for the sale of Lenze products

### **01/2008 – 12/2014 COMMUNITY COLLEGE OF RI, ACADEMIC TRAINER/INSTRUCTIONAL DESIGNER**

*Worked cross-functionally to launch and run the Laboratory Tutoring Program for Science and Technical Education*

- Authored instructional design units, study aids, and SOP documents (slide decks, teaching and study aids, newsletters, and brochures) for use by students and participating faculty members
- Facilitated training and onboarding for student employees and participating faculty members for in-demand STEM subjects (Chemistry, Biology, Math, Engineering, and Technical Safety)
- Guidance and enforcement of standard operating procedures in both academic labs and administrative offices
- Success in liaising with the Academic Success Center and the Student Government for jointly sponsored student academic improvement opportunities

## **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