

SUMMARY

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

CORE COMPETENCIES

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

MARKETING: AI, A/B Testing, Analysis, Branding, Campaign Management, Constant Contact, Event Planning, Forecasting, Graphic Design, HubSpot, Internal Campaigns, Product Launches, Trade Shows, Vendor Relations

TRAINING: Change Management, Critical and Strategic Thinking, Instructional Design & Curriculum Development, 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)

4 – 5-month contract position to cover a maternity leave

- Collaborated cross-functionally with Engineering Directors and VPs to align deliverables with strategic goals
 - 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 US 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 created copy for immediate-release social media posts and year-long campaigns
 - Designed a new logo for HTP Phoenix water heaters
 - Authored press releases for publication in major US and Canadian industry trade journals
 - Researched and wrote company newflashes for NTIBoilers.com and Ariston Group's internal daily news
- Assisted North American Product Directors with the two major industry trade shows: AHR and NAHB's IBS
 - Reviewed and approved graphics designed by a contracted agency for AHR
 - Designed graphics for Ariston Group's IBS booth
 - Drafted copy for all show-related social media posts and e-blasts

11/2023 – PRESENT FREELANCE CONSULTANT/INSTRUCTIONAL DESIGNER, BRAND DEVELOPER

Personal and professional coaching in Marketing, Communication, and Branding

- Marketing Consultant for the Thermostatic Heating Valve industry (via *Dialectica*, GLG)
- Training in the impact of personal behaviors on corporate branding and reputations, specifically public speaking and vocabulary enrichment, time management, and professional manners
- Presentations ("Lunch 'n' Learn") on best practices in communications, for sales to the C-Suite

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 change management efforts tied to digital product launches and GTM playbook
- Created campaigns to enhance branding measures, resulting in cohesive visuals across all mediums

Leonard Valve Company (cont.)

- 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 highlight product features and benefits
- Managed the planning and execution of trade shows and training events (internal and external)
 - 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 learner assessments and iterative content improvements based on feedback
 - Integrated 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, K.J. MANCHESTER (SELF-EMPLOYED)

Ghostwrote and edited confidential business and personal documents for those seeking writing assistance. Advancements in AI reduced my client base, and I returned to private, full-time employment

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

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

- Key player in transforming the underperforming wholesale distribution chain by vetting distributors for brand matches to Lenze Americas, resulting in a 25% year-over-year average increase in sales for participating wholesalers
 - Coordinated and executed brand marketing campaigns to generate new sales leads
 - Focused KPIs on improved communications with Engineering and Channel Team Leaders, resulting in stronger Manufacturer-Distributor relationships
 - Enhanced productivity by streamlining processes used to create monthly Sales Reports, cutting administrative preparation time by 90%
- Event Planning and Execution:
 - Organized large-scale internal and external training events, sourcing all essentials and ensuring seamless execution for VIP audiences
 - Planned regional product launch tours for the i500 series in conjunction with the Engineering Department and Lenze's Authorized Wholesale Distributors
- Wrote and edited newsletters and e-blast marketing campaigns
- Coordinated Distributor contracts and licensing for the sale of Lenze products

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

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

- Creation of instructional design units, study aids, and SOP documents (slide decks, teaching and study aids, newsletters, and brochures) for students and participating faculty members
- Facilitated training and onboarding for student employees and participating faculty members for in-demand STEM subjects (Chemistry, Biology, Math, 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