

SUMMARY

An accomplished Marketing and Communications Manager with a proven record of driving brand recognition through product launches, trade shows, training, and corporate presentations. A strategic and creative professional who excels in creating cohesive visual campaigns and improving communication across all channels through a strong focus on innovation and cross-functional collaborations that yield measurable ROI and enhance brand recognition.

CORE COMPETENCIES

COMMUNICATIONS: Adobe Creative Cloud, Asana.com, Canva, Crisis Communications, Editing, Gantt Charts, Media Relations, Monday.com, Newsletters, Press Releases, Public Relations, Social Media, Storytelling, Technical 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*)
 - Selected to create and present the PowerPoint presentation for the Marketing Department's Annual Plan at the Ariston Group National Sales Meeting, February 2025, in the absence of a Marketing Director
- Graphic design and copywriting for all Ariston Group brands
 - Designed graphics and created copy for both 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 AND INSTRUCTIONAL TRAINER

Personal and professional coaching in Marketing, Branding, and General Education

- 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

Leonard Valve Company (cont.)

- Created campaigns to enhance branding measures, resulting in cohesive visuals across all mediums
 - 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 pre-sale product reservations by creating product buzz
 - 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
 - Introduced educational guides to *legionella* and other water-borne bacteria that can be destroyed by hot water
 - Conducted learner assessments and iterative content improvements based on feedback
 - Integrated Learning Management 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
 - 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) advertising wrap-around Academic Success services 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, including disability services, career assessment services, and Student services

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