

SUMMARY

An accomplished Integrated Marketing and Communications Manager with a proven record of driving brand recognition through product launches, trade shows, training, and presentations. 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. An ENFJ personality that thrives on tea and cat memes.

RELEVANT WORK EXPERIENCE

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

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

- Collaborated cross-functionally with Engineering Directors and VPs of Sales 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 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 newsflashes 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

11/2023 – PRESENT FREELANCE MARKETING AND BRANDING CONSULTANT

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

- Temporary Office Manager ("Team Leader") for H & R Block, Seekonk, MA (11/25 – Present)
- 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, calendar management, and professional manners
- Presentations ("Lunch 'n' Learn") on best practices in communications, for sales to the C-Suite

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

Built and managed a cross-functional marketing department for Leonard Valve Company

- 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
 - Redesigned and expanded sales literature library and website, rewriting technical documentations and specifications for non-technical audiences, resulting in a 400% increase in requests for literature and 150% increase in website traffic, 88% decrease in website bounce rate
 - Managed product launch campaigns for IoT valves, boosting pre-sale product reservations by over 1,000%
 - Executed social media strategies that resulted in an 85% increase in followers over 12 months
 - 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 trade show booths for local and national shows, and oversaw all Leonard Valve operations at shows
 - Managed logistics of trade show appearances for local and national shows
 - Designed and promoted ASPE-approved CEU/PE credit courses, leading to an over 800% increase in online seminar attendance and a 1200% increase for in-person training
 - Led the design and deployment of digital learning guides to support sales training initiatives
- Acted as face and voice of the company when CEO was absent or unavailable

12/2011 – 01/2022 K.J. MANCHESTER (SELF-EMPLOYED), FREELANCE GHOSTWRITER AND EDITOR

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 post-Covid lockdown

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

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

- 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 Regional 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 and g500 IoT series products 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
- The face and voice of Lenze Americas Distribution Department during corporate interactions with Distributors and vendors

SKILLS

COMMUNICATIONS: Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Lightroom, Premier Pro), Asana.com, Canva, Crisis Communications, Editing, Gantt Charts, Media Relations, Monday.com, MS Office (Co-Pilot, Excel, Outlook, PowerPoint, SharePoint, Word), Newsletters, Press Releases, Public Relations, Social Media, Technical Writing

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

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