

**Kimberly (Manchester) Massaroco**  
**Marketing and Communications Professional**

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## **SUMMARY**

A Marketing and B2B Communications professional, specializing in brand management and product launches. Creative and analytical thinker with exceptional research and presentation skills across a broad range of topics, mediums, and styles. ENFJ personality. Signature hashtag: #mustlovedogs

## **KEY SKILLS**

**CONTENT CREATION:** Adobe Creative Cloud, Corporate and Crisis Communications, PowerPoint, Newsletters, Photography, Press Releases, Public Speaking and Speech Writing, QR Code Marketing, Storytelling, Technical Writing

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

**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, and to oversee the product launches of new Leonard digital product lines: The Neutron emergency mixing valve and The Proton 2.0 Series master mixing valves. Duties and successes:

- Oversight and design of all new communications campaigns:
  - Trade journal advertisements, sales literature, social media and email outreach, posters, POP and large format trade show displays
  - Scriptwriting and direction of infomercials and YouTube tutorials
  - Designed Official Leonard Valve PowerPoint template and created a style guide for consistency in branding
  - Created a PowerPoint library of presentations for sales, training and ASPE CEU courses, and C-Suite use
- Re-design of all existing Leonard Valve Company sales and training materials:
  - Redesign and expansion of company catalog. Introduced ease-of-reference matrices for product line features, and interactive QR codes
  - Photography and Photoshop: Photographed and Photoshopped all new products, updated lesser-quality photographs of existing products for use in all Leonard Valve advertising, including cooperative advertising
  - 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
  - Administration of ASPE continuing education credit program, instructional design of new and updated ASPE-approved CEU/PE credit presentations and certification of presenting instructors
- Responsible for all media relations and communications: negotiating buys, writing, editing and submission white papers and guest editorials, networking with industry Publishers, Editors, and Columnists
- Design and oversight of updates to the company website, [www.leonardvalve.com](http://www.leonardvalve.com):
  - Page design and development
  - Content updates, basic code editing and oversight of major coding changes/development
  - Created an online Revit Library of engineering files ([www.leonardvalve.com/revit](http://www.leonardvalve.com/revit)), saving company \$16,000/year in perpetuity by eliminating the need for a paid subscription site

- 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: vendor management, coordination of all travel scheduling and booth personnel; in-person oversight of show set-up, take-down and technical needs and planning and hosting of après-show events
  - 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
  - Selection, ordering, and vendor management for all company branded merchandise (“swag”)

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

Researched, wrote, planned, and organized national Wholesaler/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 branded merchandise (“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

## **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