

Kimberly (Manchester) Massaroco

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SUMMARY

Effective Marketing Communications Manager with experience handling wide-ranging needs, specializing in corporate communications, brand management, and product launches. Creative thinker with a strategic mindset and proven successes in building brands, maximizing engagement, and coordinating cohesive strategies across outlets and platforms regularly resulting in quantifiable double-and triple-digit percent audience gains, increased brand recognition, and improved ROI.

RELEVANT EXPERIENCE

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

Hired to develop Marketing and Corporate Training programs, and to oversee the product launches of new Leonard digital product lines

- Increased brand awareness by developing and implementing strategic marketing communication plans
 - Monitored industry trends and competitor activity to adjust marketing strategy
 - Collaborated with Engineering and Sales teams to ensure consistent technical messaging and branding across all marketing materials
 - Led creative direction for advertising campaigns, including the full redesign and expansion of the company sales catalog, resulting in increased brand visibility and recognition
 - Established metrics tracking systems to evaluate campaign success, regularly making data-driven decisions on the allocation of marketing budgets
 - Managed successful product launch campaigns generating buzz and driving demand for new offerings
 - Spearheaded video production projects that showcase product features and benefits, resulting in increased interest from potential customers
 - Directed email marketing campaigns targeting Engineers and Contractors, boosting open and click-through rates significantly compared to previous efforts
 - Implemented social media strategies through QR code marketing that attracted new followers while engaging existing ones more deeply into the Leonard Valve brand
 - Saved company over \$30,000/year by changing print vendors and taking on photography and graphic design
- Managed public relations efforts, securing positive media coverage for company initiatives and events, expert recommendations, press releases, white papers, guest editorial opportunities, and free product placements
- Coached executives on key talking points and communication strategies for different audiences
- Oversaw event planning and execution, ensuring successful promotions at key trade shows and training events
- Instructional design and promotion of ASPE-approved CEU/PE credit courses, resulting in an 800-percent+ increase in requested training seminars and a 1200-percent+ increase in professional attendees of scheduled training
- Optimized website content for search engine performance, driving organic traffic growth over time by bringing sales referrals, downloadable REVIT files, and instructional manuals back to the Leonard Valve website

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

Researched, wrote, planned, and organized national wholesale distribution programs, reports, and business communications

- Key player in transforming the underperforming wholesale distribution chain through strategic planning
 - Coordinated and executed marketing campaigns to generate new leads and sales opportunities
 - Focused KPIs on process improvement and increased communication with Channel Team Leaders, resulting in stronger Manufacturer-Distributor relationships
 - Created a library of PowerPoint sales presentations for prospective customers, resulting in increased collaboration opportunities between Manufacturer's and Distributor's Sales Teams

- Enhanced team productivity by streamlining processes and implementing time-saving strategies, including at-a-glance Excel dashboard sales metrics reports for internal and external V.P./C-Suite audiences
- Organized large-scale training events, ensuring seamless execution of all logistics: registration, travel needs, catering, venue management, parting gifts, and other essentials
- Regional product launch tours for the i500 series in conjunction with Lenze's Wholesale Distributors
- Wrote and edited newsletters, CRM development, and email marketing campaigns to Wholesale Distributor audiences
- Collaborated with cross-functional teams to achieve project goals on time and within budget

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, reaching tertiary position in 2013

- Improved student performance by providing personalized coaching and academic support
 - Fifty-percent increase in General Chemistry student retention rate
 - 120-percent increase in students receiving A's
- Enhanced student comprehension by incorporating unique instruction techniques and presentations
 - Needs assessments of students tutored/coached and the creation of individualized learning plans
 - Development of topical presentations, learning aids, and comprehensive lesson plans to address specific academic goals and challenges of special-needs students
 - Assistance with guided study habits, time management, and organizational skills
 - Served as a liaison between students and professors to collaborate on academic goals and individual needs
- Coordinated with other Tutors and Academic Coaches to share resources, ideas, and best practices for successful coaching strategies, identify areas of growth for students, and recruit potential new hires
- Oversight of student employees, Tutor training and certification, crisis and safety-drill management
- College Representation at professional events and conferences, and in professional development opportunities to stay current on best practices in educational coaching

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

KEY SKILLS

COMMUNICATIONS: Adobe Creative Cloud, Content Curation and Editing, Corporate and Crisis Communications, Editorial Calendars, Gant Charts, Media Relations, Networking, Newsletters, Oral Communications, Photography, Press Releases, Public Relations, Social Media, Speech Writing, Storytelling

MARKETING: A/B Testing, Brand Development and Messaging, Budget Forecasting, Campaign Management, Constant Contact and Email Campaigns, CRM Management, Event Planning, Lead Generation, Marketing Analysis, Product Launches, QR Code Marketing, SEO, Trade Shows, Wholesaler and Vendor Relations

SOFT SKILLS: Adaptability, Critical and Strategic Thinking, Decision Making, Dependability, Deductive and Inductive Reasoning, Emotional Intelligence, Flexibility, Negotiations, Leadership, Organizational Skills, Professionalism, Time Management, Work Ethic