

Kimberly Manchester Massaroco

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### Professional 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 caffeine and cat memes.

### Technical 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
- **Administrative:** 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

### Professional Experience:

#### H & R Block

Nov 2025 – Present

#### Office Manager (seasonal)

- Reception duties for a busy, tax preparation office
- Oversee a staff of 5 – 10 Tax Preparation Professionals
- Compose “The Daily Huddle” internal newsletter to inform and inspire Tax Professionals
- Maximize scheduling of all billable hours in the Tax Preparation calendar
- Cash out and balance the daily receipts
- Miscellaneous duties as assigned by the Regional Office Manager

#### Self-Employed

Nov 2023 – Present

#### Freelance Marketing and Branding Consultant

- Temporary and freelance opportunities before returning to regular full-time employment
- Per diem Go-to-Market consultations for the Thermostatic Heating Valve Industry through contract agencies (Dialectica, GLG)
  - Consulted on the purchase and sale of Leonard Valve Company to A.O. Smith Corporation

#### Ariston Group – North America

Dec 2024 – Apr 2025

#### Senior Brand Marketing Manager (contract)

- Collaborated cross-functionally with Engineering Directors and Sales to align deliverables with strategic goals
- Wrote press releases for publication in major U.S. and Canadian industry trade journals (Plumbing Engineer, Contractor, The Wholesaler, HPAC Magazine, PHC News, et al)
- Utilized Adobe Creative Cloud (Illustrator, Photoshop, InDesign) and Canva to design digital marketing assets, landing page visuals, and campaign graphics.
- Worked with Adobe and Canva to create digital layouts, web page concepts, and campaign creatives
- Partnered with North American Product Directors for the industry’s two biggest trade shows:
  - Worked with creative agencies to review and approve graphics for Ariston Group’s 4-brand, 40’ x 40’

- two-floor AHR trade show booth
- Designed a 20' x 20' IBS trade show booth for HTP and American Standard Water Heaters
- Created all show-related promotional materials for social media posts and HubSpot e-blasts

**Leonard Valve Company Cranston, RI**  
**Marketing & Training Manager**

**Feb 2022 – Nov 2023**

- 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
  - Led .com content and channel strategy to align website messaging, campaigns, and product launches with overall marketing objectives, improving customer engagement and lead generation
- Managed product launch campaigns for smart mixing valves, boosting product bookings by over 500%
- 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 coordination 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 in in-person training
- Led the design and deployment of digital learning guides to support sales training initiatives
- Functioned as face and voice of the company when CEO was absent or unavailable

**Lenze Americas**  
**Channel Programs Specialist – Distribution**

**Dec 2014 – Nov 2018**

*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
  - Created drip campaigns, vetted co-op sponsorships, and recommended POP advertising to enhance Manufacturer-Distributor relationships
  - 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