

KRISTIN MCLEOD BOUTROUCHE, MBA

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<https://mcleodk918.github.io/my-portfolio/>

SUMMARY

I am a hands-on, strategic B2B marketing leader with over eight years of experience driving global brand awareness, demand generation, and go-to-market strategy across technical industries. I have a proven record of developing and executing global marketing strategies, distributor partner co-marketing initiatives, and integrated demand-generation programs that deliver measurable business growth. During my time at Asahi/America, I have collaborated closely with engineering, sales, and executive teams to translate complex technical concepts into compelling brand narratives that resonate with target audiences. I am dedicated to building high-performing teams, fostering cross-functional collaboration, and scaling marketing operations in fast-paced, high-growth environments.

RELEVANT EXPERIENCE

Marketing & Brand Manager

Nov. 2021 - Present

Asahi/America, Inc. | Lawrence, MA

- Developed and implemented integrated annual marketing plans and 6 customer personas, incorporating account-based marketing and targeted customer segmentation, aligning business growth objectives and enhancing product positioning.
- Directed the creative development and deployment of integrated marketing campaigns (digital, email, trade shows, social, public relations) that increased qualified leads by 18% within five months and enhanced global brand awareness.
- Managed and executed strategic marketing campaigns and new product launches for four products in three years, focusing on demand generation through market research, product positioning, and go-to-market strategy tailored to customer and distributor partners' needs.
- Partnered cross-functionally with engineering, sales, and product management teams to align marketing strategies with technical messaging, ecosystem positioning, and customer objectives.
- Created and optimized sales enablement tools, technical collateral, and training materials to equip global sales teams with consistent messaging, value propositions, and product positioning.
- Led a high-impact, customer-centric marketing campaign targeting a new market segment, generating 50+ qualified leads and a \$25,000 sales order within one week of launch, demonstrating measurable demand creation.
- Maintained and enhanced the corporate website and digital channels, improving user engagement and achieving a 59% increase in organic SEO event tracking through strategic keyword research and analytics (Google Analytics, Google Tag Manager).
- Led a comprehensive corporate website overhaul to modernize user experience, strengthen brand identity, and align digital strategy with business goals.
- Worked with internal subject matter experts to translate complex technical content into thought-leadership articles; published 11 pieces in industry trade magazines and managed public relations placements for organic and paid exposure.
- Co-developed and implemented Salesforce CRM across marketing, sales, and engineering teams, unifying data systems, improving workflow efficiency, and enabling analytics-driven marketing automation.
- Co-developed and implemented Salesforce CRM across marketing, sales, and engineering, unifying data systems, improving workflow efficiency, and enabling analytics-driven marketing automation.
- Managed a multi-channel trade show program of 50+ annual events, driving improved ROI through enhanced lead capture, on-site engagement, and post-event nurturing strategies.
- Hired, mentored, and led a growing marketing team, doubling department size, fostering creativity and collaboration, and maintaining high performance in a fast-paced environment.
- Set and managed the annual marketing budget, optimizing spend across campaigns, vendors, and channels, achieving over 4% annual savings year over year while maintaining impact and performance.
- Worked with and managed third party vendors to develop other related marketing content including, photos, video projects (idea generation, coordination, script writing, project management), graphic design, and SEO efforts.

Marketing Specialist

May 2021 - Nov. 2021

Asahi/America, Inc. | Lawrence, MA

- Managed entire company trade show program independently, including the coordination of 50+ domestic trade shows annually; organized start-to-finish pre-show, during show, and post-show strategies, marketing, and logistics
- Increased annual sales leads from 477 leads and quoted sales value of \$7,000 in 2023 to 494 leads and quoted sales value of \$804,500 in 2024.
- Elevated booth engagement and sales pipeline outcomes by implementing experiential product showcases and multi-channel pre/post-event campaign strategies.
- Designed and developed sales enablement tools, technical product flyers, technical articles, and press releases to support the sales team and distribution network, and reinforce product messaging consistency.

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RELEVANT EXPERIENCE

Marketing Assistant

Aug. 2018 - May 2021

Asahi/America, Inc. | Lawrence, MA

- Managed and developed creative content to reach audiences on all company social media platforms, such as creating and shooting the company's video blog, monthly product application-related campaigns, and various social media contests.
- Increased engagement on all company social media platforms by a total of 1,070% more followers, 244% more impressions, and 287% more engagement since start date; increased YouTube subscribers by 87% in one year.
- Initiated and maintained monthly competitive research related to SEO, social media, and product positioning for the department and shared reports with executive management team monthly; implemented changes and new ideas based on competitive research.
- Researched and started a social media management program to monitor analytics, engagement, growth, and audience behavior to help determine future marketing campaigns.
- Managed multiple projects at once, demonstrated effective communication and collaboration with all departments to accomplish marketing projects, offered new ideas and creativity when possible.

Marketing Assistant

Aug. 2017 - Aug. 2018

Blue Fuel Marketing Inc. | Mukwonago, WI

- Coordinated 4 top-performing client accounts; researched market trends with a target market audience, managed ecommerce client websites, bought and sold promotional products, developed vendor relationships, provided general client service assistance.

EDUCATION

Master of Business Administration, Marketing

University of Massachusetts Lowell

Foundations of Business Certificate

University of Massachusetts Lowell

Bachelor of Arts, Mass Communications, Public Relations and French

University of Wisconsin Eau Claire

RELEVANT SKILLS

- B2B Marketing & technical marketing
- Strategy, product positioning, sales enablement
- Market research and targeted messaging writing; copy editing
- Project, people, vendor, and budget management
- Leadership and team collaboration
- Creativeness & entrepreneurial mindset; willingness to bring new ideas consistently
- Advanced written and oral communication skills
- Strong interpersonal and collaborative skills
- Superior organizational skills and strong attention to detail
- **Salesforce:** CRM and marketing automation
- **Google Analytics and Google Tag Manager:** SEO & website analytics
- **Sequel:** sales data analysis & reporting
- **Sprout Social:** social media analytics, management
- **Constant Contact:** email marketing
- **Survey Monkey:** survey & data collection
- **WordPress, Joomla & Wix:** website editing
- **Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro) and Canva:** content generation
- **Microsoft Office Suite:** business tools

PROFESSIONAL REFERENCES

- **John Romano;** *Former Vice President of Sales & Marketing at Asahi/America*
 - Relationship: Former manager
 - Worked closely on all marketing and sales strategy from 2021 - 2025
- **Mark Monroe;** *Former VP of East and Central Sales Regions at Asahi/America*
 - Relationship: Former colleague
 - Collaborated closely to develop marketing campaigns to support the outside sales efforts from 2018 - 2025