

SUMMARY

I am a strategic and hard-working marketing professional with nearly eight years of marketing experience. During my seven-year tenure at Asahi/America, I've had the opportunity to explore every aspect of marketing. I've not only developed my skills but also revitalized our marketing department, implementing fresh strategies through different channels that have proven effective in lead generation and sales growth. My expertise lies in working with cross-functional teams to create strategic B2B marketing plans that drive business growth. I am passionate about continuous improvement, innovation, creativity and delivering measurable sales growth.

RELEVANT EXPERIENCE

Marketing & Brand Manager

Nov. 2021 - Present

Asahi/America, Inc. | Lawrence, MA

- Managed and executed strategic marketing campaigns and new product launches for four new products in three years, focusing on demand generation through market research, product positioning, and development of go-to-market strategies tailored to customer needs.
- Partnered cross-functionally with product management, sales, engineering, and business development teams to ensure strategic alignment and successful product launch execution, based on customer feedback.
- Led a high-impact, customer-centric marketing campaign targeting a new market segment, which generated over 50 qualified sales leads and resulted in a single sales order exceeding \$25,000 within just one week of the trade show, demonstrating new market lead generation and marketing strategy.
- Implemented innovative lead generation tactics, such as A/B testing and creative marketing strategies, which increased company sales leads by 18% within five months and enhanced engagement across marketing channels.
- Developed and implemented integrated annual marketing plans and 6 customer personas, incorporating account-based marketing and targeted customer segmentation, aligning efforts with business growth objectives and enhancing product positioning.
- Conducted competitive landscape research to strategically position products, adapting marketing strategies to capitalize on industry insights and drive demand.
- Co-developed the end-to-end implementation of Salesforce across sales, business development, marketing, and engineering teams, leading efforts to unify data systems, enhance workflow efficiency, and support strategic sales objectives through CRM solutions.
- Led a comprehensive corporate website overhaul to improve user experience and target audience engagement, maintaining project timelines and stakeholder alignment for business needs.
- Maintained and enhanced the company website and social media channels, achieving a 59% improvement in organic SEO event tracking through strategic keyword research and data analysis using Google Analytics and Google Tag Manager.
- Executed the end-to-end creative development for integrated campaigns (digital, trade show, social, email), supporting brand awareness, customer engagement, and lead nurturing across B2B buyer journeys.
- Worked with internal subject matter experts, translated complex technical info into thought-leadership articles, edited and published 11 technical articles in industry trade magazines to build thought-leadership; worked and built relationships with trade magazines, bought media spots for organic and paid exposure.
- Set and managed the annual department budget, optimizing resource allocation to align with company goals, resulting in 4% annual savings through strategic budget management.
- 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.
- Hired, mentored, and led a growing marketing team, doubling department size, fostering a positive workplace culture, and ensuring effective workload management to support marketing goals.

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 YTD.
- 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.

KRISTIN MCLEOD BOUTROUCHE, MBA

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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 new 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 & B2B buyer journeys
- Creativeness & entrepreneurial mindset; willingness to bring new ideas consistently
- Project, people, vendor, and budget management
- Market research and targeted messaging writing; copy editing
- Leadership and team collaboration
- Strategy, product positioning, sales enablement
- 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