

Kizaan Knapp

Denver, CO

Tel: 703.582.7333, Web: www.kizaan.com, Email: kizaan@mac.com

A thorough marketing perspective (12+ years agency and in-house) with a clear understanding of organizational structures and key intersection points. A knack for leading efficient prioritization, communication and delivering omnichannel B2B and B2C marketing solutions as well as a focus on sales enablement.

Director of Marketing, Education @ [D2L](#) Jun '18–current

Increased pipe generation by 200% over 2 quarters from 1.1M in Q1 to 2.1M in Q3 by creating and launching Mid-Market “Sprints” (campaign run over a 12-week period, similar to Product sprints) focused at top 3 sub-segments in our MM space. Sprints include key KPI's, personalized content, multi tactic approach and sales enablement to stakeholders.

Grew Enterprise pipeline creation by 120% over 12 months from \$2.7M to \$6.2M by building a scalable campaign framework with key themes aligned to product solution.

Decreased marketing cycle (no awareness > SAL/open opportunity) by 225 days. Went from 550 days to 325 over a 12 month period.

Increased Open Opp to MQA conversion by 9% over one quarter going from 9.2% conversion to 18.2% conversion. Goal is 25% by end of Q4.

Build quarterly demand generation plans defining Go to Market, pipeline goals, content, and digital campaigns and exceed all KPI's (Marketing Qualified Accounts through the funnel to Marketing Sourced wins) every quarter.

Define Persona and Target Accounts and build out the contact database for North America increasing the range, effectiveness, and return on email campaigns.

Director, Customer Programs @ [Conga](#)

Mar '18–Jun '18

Developed annual marketing strategy and roadmap outlining engagement programs and tactics for key categories, new products and corporate initiatives.

Spearheaded efforts to increase usage of products across all channels (email, web, mobile push, and SMS), and ensure successful execution of lead nurture, retention and lifecycle programs.

Reporting on marketing efforts (email, mobile, SMS); communicate all test results and learnings to internal leadership, marketing, mobile, and product teams.

Managed reference relationships for Conga's strategic customers.

Created and launched Client Advocacy program including a program to build reference client database.

Marketing Strategist @ [Cornerstone OnDemand](#)

Mar '16– Mar '18

Responsible for driving 75% growth in marketing qualified leads, 55% growth in sales opportunities and an increase in sales revenue by 60% YOY.

Increased lead to MQL conversion by 25% YOY by implementing engaging, product infused marketing content and campaigns.

Developed the overall vision and strategy to support the entire Mid-Market marketing funnel.

Worked closely with Sales leadership to create marketing campaigns that align and support company objectives and quarterly goals.

Analyzed campaign metrics on a consistent basis and report performance regularly to executive team.

Built content and incorporated all channels including account based marketing, social media, email marketing, campaign landing page development, retargeting and marketing automation to support strategic story telling during the prospect buyer journey.

Experience & Skills

Lead-Gen Strategy & Campaigns

Account-Based Marketing

Sales Enablement

Product Positioning & Branding

Focus Group & Market Research

CRM (Salesforce, LeadGenius)

Marketing Automation (Hubspot, Marketo)

Account-Based Marketing (Terminus)

Data Analytics (Salesforce, Domo, Lattice)

How can I help you succeed?

Tel: 703.582.7333, Web: www.kizaan.com, Email: kizaan@mac.com