

Kizaan Knapp

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SUMMARY STATEMENT

A thorough marketing perspective (5yrs client-side & 5yrs internal) with a clear understanding of organizational structures and key intersection points. A knack for leading efficient prioritization, communication and delivering omni channel B2B and B2C marketing solutions.

EXPERIENCE

Marketing Strategist [CORNERSTONE](#)

Mar '16–current

- Manage \$1M dollar annual budget and successfully generated \$52M in annual revenue for 2016 from B2B sales driven by demand generation efforts.
- Develop ABM + digital marketing strategy successfully targeting key accounts and generating \$9M in revenue for 2016.
- Lead digital marketing initiatives including social media marketing, content marketing, email marketing, campaign landing page development, retargeting and marketing automation.
- Implemented strategy for creating dynamic email campaigns with ABM using Lattice Predictive Insights platform and customer segmentation profiles.
- Increased lead to MQL conversion from 16% to 20% by implementing cutting edge digital marketing strategies and content creation.

Senior Marketing Manager [BALANCE INTERACTIVE](#)

May '14–Mar '16

- Responsible for planning, development and the implementation of all organizational marketing strategies and channel partner relations.
- Develops and maintains marketing and sales processes, involving lead tracking, lead nurturing and marketing conversion models.
- Writes, produces and oversees the distribution of all communications, which includes but is not limited to, RFP's, newsletters, sales and marketing materials, product data sheets, teleconference scripts, etc.
- Creates and manages detailed annual marketing budget and maintains overall responsibility for budget allocation and execution.
- Develops, directs, and implements the agency strategy for all online and offline marketing and communications activities; including content, paid media campaigns, email, social media, PR, branding, and events.
- Aids in client marketing and strategy execution: including competitive analysis and customer journey mapping.

EXPERIENCE

Senior Marketing Manager [BALANCE INTERACTIVE](#)

May '14–Mar '16

- Creates focused measures of success for established goals based on client needs (QA - carried through to analytics).
- Supports channel marketing development and planning based on client organizational goals.
- Executes social media content, content workshops and content strategy with a focus on conversion.

Senior Marketing Manager [FONTEVA](#)

Nov '12–May '14

- Led the creation of a new Fonteva website including vision, strategy, and execution.
- Led Salesforce-to-Hubspot (and visa versa) custom data mapping & integration to enable closed-loop reporting.
- Responsible for top-to-bottom integration of all marketing analytics and technologies.
- Create and execute internet marketing plans that include use of pay-per-click advertising, digital promotional campaigns, search engine optimization, and email newsletters.
- Perform ongoing keyword research for SEO, PPC and other inbound marketing purposes.
- Direct and implement social media initiatives for Twitter, Facebook and Google+.
- Evaluate, acquire, negotiate and manage print & online vendor relationships.
- Create process, materials and define standards to create brand consistency where none has existed.
- Create marketing support graphics, brand collateral, PowerPoint slides & re-usable sell sheet templates, as well as logo design.

Marketing Manager [BROWSERMEDIA](#)

Mar '11–Nov '12

- Developed detailed activity plans and budgets for specific channels including direct mail, online interactive marketing, trade shows and events, as well as trade advertising.
- Managed online marketing programs including cohesive brand messaging, search engine marketing, email marketing, affiliate marketing, (landing page and micro-site page development), and online lead generation.
- Created a strong, visible social media presence through active Twitter and Facebook follower growth (grew Twitter follower count by 90% in 30 days).
- Leveraged existing database content to optimize search engine content pages and increase organic traffic.

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- Leveraged existing database content to optimize search engine content pages and increase organic traffic.
- Created & developed link building strategies and optimizing navigation to improve the work-flow of the website and increase conversions.
- Crafted on-going, targeted recommendations based on audience composition analysis and geographic campaign requirements.

- Developed comprehensive marketing and advertising campaigns for defense, and Federal government agencies.
- Created technical training manuals for clients, developed graphical layout and wrote copy.
- Planned and implemented advertising and marketing strategies including recruitment campaigns and re-branding for both internal and external communications.
- Ensured lasting client relationships through value added offerings, follow-ups, and an understanding of client's marketing plans in order to suggest innovative promotional items.
- Executed lead generation tactics targeting government and private sector prospects. Produced promotional displays, packaging, marketing brochures, signage systems, and logos for both commercial and government clients.

SKILLS	• CRM (Salesforce)	• Microsoft Office
	• Marketing Automation (Hubspot, Marketo)	• Marketing Strategies & Campaigns
	• CMS (Ektron, Wordpress)	• Corporate Communications
	• Twitter, Facebook & Social Media Marketing	• Creative Team Leadership
	• Google Analytics & AdWords	• Product Positioning & Branding
	• Email Marketing (Mailchimp, Hubspot & Constant Contact)	• Web & Print Content Development
	• Project Management Software (Basecamp)	• Focus Group & Market Research
	• Adobe Creative Suite	• Development of Training Materials
		• Public & Media Relations