

Kizaan Knapp

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SUMMARY STATEMENT

A thorough marketing perspective (5yrs client-side & 4yrs 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

Senior Marketing Manager [BALANCE INTERACTIVE](#)

May '14–Current

- 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.
- 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.

EXPERIENCE

Senior Marketing Manager [FONTEVA](#)

Nov '12–May '14

- 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.

Marketing Manager [ISEP](#)

Mar '12–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 and wrote copy for multiple NPR marketing campaigns.
- 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.
- 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.

EXPERIENCE

Marketing and PR Specialist / Graphic Designer [SEGOVIA](#)

May '07–Apr '11

- Developed comprehensive marketing and advertising campaigns for defense, and Federal government agencies.
- Created technical training manuals for clients, developed graphical layout and wrote copy.
- Conducted internal communications activities, writing copy for internal branding guide and company newsletters.
- 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)
- Marketing Automation (Hubspot)
- CMS (Ektron, Wordpress)
- Twitter, Facebook & Social Media Marketing
- Google Analytics & AdWords
- Email Marketing (Mailchimp, Hubspot & Constant Contact)
- Project Management Software (Basecamp)
- Adobe Creative Suite
- Prepress Production
- Microsoft Office
- Marketing Strategies & Campaigns
- Corporate Communications
- Creative Team Leadership
- Product Positioning & Branding
- Web & Print Content Development
- Focus Group & Market Research
- Development of Training Materials
- Public & Media Relations
- Development of Training Materials
- Public & Media Relations

EDUCATION

- George Mason University / **B.A. IN ART & VISUAL TECHNOLOGY**
- Northern Virginia Community College / **A.A.S – COMMUNICATION DESIGN**

Work Samples

Find more on my website: www.kizaan.com/work.html

PROPOSED PROJECT PLAN: An Adaptable Content Marketing Campaign Strategy For Community Health Charities

PHASE I: STRATEGY & PLANNING

- Who are we targeting?
- What do we want to achieve?
- Which types of content are we developing?
- Through which channels do we want our content distributed?
- How should we enhance the visibility of our campaign assets?
- How will we track the results?
- How do we optimize conversion rates?

Defining the marketing automation strategy:

- Effective lead management
- Establishing lead stages: create custom lead stage definitions that more accurately identify steps that are unique to customers buyer

PHASE 2: EXECUTION

- Create lead nurturing program
- Segmenting marketing leads
- Marketing Automation development setting up all assets to support, nurture and convert prospective leads
- Create workflows
- Set conversion goals
- Run a full campaign with all assists included as a test

PHASE 3: EVALUATION

- Was it a success?
- Review goals and adjust for next campaign

Read the [full plan: www.kizaan.com/work.html](http://www.kizaan.com/work.html)

CORDON FOOD SERVICE: Public Web Personalization Strategy

INTRO AND OBSERVATION:

Although the GFS personalization strategy has some interesting ideas, most of the suggestions do not come together as complete campaigns. GFS has taken many of the LIFT features such as A/B or multivariate testing, rules-based decision, and Geo location and built some marketing ideas around those specific features, instead of creating focused campaigns with related goals and using the features to enhance and test those campaigns.

When using LIFT, it is important to build a foundation that includes identifying initial personas and segments using ALL lift features to build the most complete profile. Establish which areas of content are necessary to support each of the groups (what do we want to serve up to each segment and persona and to which degree?). Establish the rules for serving up content (if user x indicates he is y in user profile, then serve up this content).

Personalization Strategy

- GOAL #1: Providing more relevant content to a visitor based on their behavioral interests
- GOAL#2: Lowering the time to convert an anonymous visitor to a potential lead with geographic targeting

Non - Customer Personalization

Context: Not customer, want to find out what industry and location user is from and interested in and either convert or lead down sales funnel to conversion.

Campaign #1

- Tagline on Homepage: Your Partner at the Table and Beyond
- Teaser Text: Let's help you make your mark in a competitive industry
- CTA: Start Today (Link Here) <https://www.gfs.com/en/food-service-distribution>

Goal #1: Convert Non-customer to becoming a customer

- Visitor clicks on one of four industry options available on page. Visitor clicks on industry (example Education) and Lift captures and creates profile (interest based, & geo location) and leads user to informed Education landing page that provides relevant information on why becoming a customer is useful to them
- Lift inserts dynamic CTA where appropriate on said landing page to provide the most optimal chance for conversion

Read the [full strategy: www.kizaan.com/work.html](http://www.kizaan.com/work.html)

Why I Love Cornerstone

For one, you sell a platform that is bold, deliberate, smart and visionary; where client service leads the way. This concept really excites me since it seems like such a no brainer, but many companies don't get it. When client service and customer journeys lead your marketing efforts, everyone wins. Truly putting customer needs, education and satisfaction as the core driver and not just anticipating what you think they want, means you quickly eliminate many barriers that currently prevent great companies from succeeding. Also, I really like free food and would like to learn how to play foosball!

WHAT I WOULD DO AT CORNERSTONE

Create inspiring and talked about campaigns to drive lead generation for mid-market sales. Since the new year is upon us, many people are feeling inspired and revitalized by the opportunities to come. Leverage these emotions by creating inspiring campaigns such as the #WorkExceptionally campaign: A campaign to showcase Cornerstone services and how they help connect employees and locate expertise so that people can do their jobs better at any given moment.

The campaign will kick off with a video that includes current Cornerstone clients and the benefits that Cornerstone brings to their lives and careers and the pain points that the cornerstone product solves. Each profile will highlight how:

- 1) Learning makes onboarding more impactful
- 2) Training makes performance management actionable
- 3) Development drives people to the right roles in the organization
- 4) And social learning occurs every day in every workplace around the world

Social media, SEO, Paid Ads and Remarketing will be used to drive traffic to the campaign website by highlighting the video, client profiles, pain-points being solved and Cornerstone benefits. Content will be created to evoke the following positive emotional such as:

- Curiosity
- Passion
- Amazement
- Interest
- Enthusiasm

WHY I AM A GOOD CULTURE FIT FOR CORNERSTONE

I am to you what John Lennon was to the Beatles. I'm a marketing rockstar that really wants to be part of a team of extraordinary like-minded people. I'm not too cool for learning and pushing my boundaries but I have enough experience to contribute to the team right away.

Keep Calm: It's Fun Facts Time!

I DIDN'T KNOW THAT

- Afrikaans is my first language
- My name means “soft rain” in Swazi
- I sing along to Taylor Swift
- I played center position in Netball

YOU DON'T SAY

- I grew up in South Africa
- I have a very feisty 2-yr old
- I prefer Darth Vader to Luke
- I have a playlist called “Sad”

SAY WHAT?!

- I prefer reading over a movie
- I prefer cupcakes over cake
- I prefer dogs over cats
- I prefer beer over wine

NOTES