

# Kizaan Knapp

Los Angeles, CA

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## SUMMARY STATEMENT

A thorough marketing perspective (10+ 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.

## EXPERIENCE

Director, Customer Programs [CONGA](#)

Mar '18–current

- Responsible for upsell & cross-sell strategy across multi-functional teams driven by segment-specific goals and ABM-targeted accounts.
- Create and manage customer advocacy program to drive engage for current customers & create upsell & cross-sell opportunities.
- Build customer advocacy network to empower customers to better utilize Conga across departments, and to create upsell & cross-sell opportunities.

Marketing Strategist [CORNERSTONE ON DEMAND](#)

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.
- Increase lead to MQL conversion by 25% YOY by implementing engaging, product infused marketing content and campaigns.
- Develop the overall vision and strategy to support the entire Mid-Market (250-5000 employees) marketing funnel.
- Work closely with Sales leadership to create marketing campaigns that align and support company objectives and quarterly goals.
- Analyze campaign metrics on a consistent basis and report performance regularly to executive team.
- Build content and incorporate 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

### Senior Marketing Manager [BALANCE INTERACTIVE](#)

May '14–Mar '16

- Responsible for the planning, development and the implementation of all organizational marketing strategies and channel partner relations.
- Developed and maintained marketing and sales processes, involving lead tracking, lead nurturing and marketing conversion models.
- Wrote, produced and oversaw the distribution of all prospect communications, which included RFP's, newsletters, sales and marketing materials, product data sheets, teleconference scripts, etc.
- Created and managed detailed annual marketing budget and maintained overall responsibility for budget allocation and execution.
- Developed and implemented the agency strategy for all online and offline marketing and communications activities; including content, paid media campaigns, email, social media, PR, branding, and events.
- Facilitated client marketing and strategy execution: including competitive analysis and customer journey mapping.
- Created focused measures of success for established goals based on client needs (QA - carried through to analytics).
- Supported channel marketing development and planning based on client organizational goals.
- Managed social media content, content workshops and content strategy with a focus on conversion. Built focused measures of success for established goals based on client needs.

### 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.

## EXPERIENCE

### 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.
- 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.

### 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.
- 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

- Lead-Generation Strategy & Campaigns
- Account-Based Marketing
- Sales Enablement
- Corporate Communications
- Creative Team Leadership
- Product Positioning & Branding
- Web & Print Content Development
- Focus Group & Market Research
- Development of Training Materials
- Public & Media Relations
- CRM (Salesforce, LeadGenius)
- Marketing Automation (Hubspot, Marketo)
- Account-Based Marketing (Terminus)
- Data Analytics (Salesforce, Domo, Lattice)
- CMS (Ektron, Wordpress)
- Social Media Marketing (Twitter, Facebook, and LinkedIn)
- Google Analytics & AdWords
- Email Marketing (Marketo, Mailchimp, Hubspot & Constant Contact)
- Project Management Software (Basecamp)
- Adobe Creative Suite & Microsoft Office

## EDUCATION

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

# How can I help your team succeed?

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# Work Samples

Find more on my website: [www.kizaan.com/work.html](http://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

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## NOTES