

LANCE KNICKERBOCKER

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FREELANCE COMMUNICATIONS SPECIALIST

VIEWPOINT

I provide daily communications/optics support to clients. I believe in two things: setting goals and saying what's clear, authentic, and memorable.

ACHIEVEMENTS

Published 5,000+ articles which established VISTA Today (CCCB Small Business of the Year 2018) as a trustworthy and reliable news source.

Designed and implemented marketing strategy for The Resident Theatre Company's award-winning first season--15,000+ tickets sold, revenue above one million dollars.

RECENT PUBLICATION

Tattoo Studio Gives Old Fishtown Church a Helping Hand, by Lance Knickerbocker for Hidden City Philadelphia, ed. by Michael Bixler with photos from Peter Woodall. October 30, 2019.

FREELANCE 2018 -

COMMUNICATIONS SPECIALIST

Project Management - Copywriting - Copyediting - Media Relations - Media Buying - Strategic Message Development - Internal Communications Improvement - Transformational Communications - Team Coaching -

RESIDENT THEATRE COMPANY 2017 - 2018

DIRECTOR OF MARKETING & OPERATIONS

Marketing Strategy - Sales Generation - Advertising Placement - Media Relations - Donor Cultivation - Event Planning - House Management - Actor Housing and Transportation - Volunteer Coordination - Venue Coordination - Sales Tracking & Measurement -

AMERICAN COMMUNITY JOURNALS 2014 - 2017

EDITOR

Freelancer Management - Content Editing - Content Publication - Content Development - New Business Development - Technical Issue Resolution -- High Level Sales Meetings - Partnership Development - New Technology Adoption - Community Engagement -

EDUCATION

LEADERSHIP CHESTER COUNTY

Certificate in nonprofit board leadership

THE UNIVERSITY OF NORTH TEXAS

B.A. in American History; cum laude graduate

SERVICE

Advisory Board Member, The Resident Theatre Company
Chester County Liason, John Fetterman for United States Senate
Writing Coach, Open Books
Campaign Intern, Charlie Wiggins for Justice

PROFICIENCIES

WORDPRESS; MAIL CHIMP; CONSTANT CONTACT; HUBSPOT; ADOBE PHOTOSHOP; INDESIGN; ILLUSTRATOR; PREMIERE; DIGITAL & 35MM PHOTOGRAPHY; AUDACITY SOUND EDITOR; SALES FORCE; WIX; SQUARESPACE; WINDOWS & MS OFFICE PREFERRED.