

# LANCE KNICKERBOCKER

Philadelphia, Pa  
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## FREELANCE COMMUNICATIONS SPECIALIST

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### VIEWPOINT

I serve up digital know-how for marketing directors who need it. It's my professional blend of creativity, technical expertise, and some darn good project management. On a busy day I might write press releases, tweak facebook ads, design print collateral, add popups to a WordPress page, etc. and so on. Need help? Reach out!

### PROFICIENCIES

WRITING; PHOTOSHOP, INDESIGN, ILLUSTRATOR, PREMIERE/RUSH; WEB DESIGN/CSS/HTML5; WORDPRESS; GITHUB; DIGITAL PHOTOGRAPHY (SONY A7III); PYTHON & DJANGO; WINDOWS PREFERRED THANK YOU;

### FAVORITE ACHIEVEMENT

I co-founded a scrappy little digital newspaper and served as its editor, spending my formative years copyediting a site nobody had ever heard of out in Chester County. It's still around, though, and it's success is looking less modest as the years pass--100,000+ daily readers!

### 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 - Materials Design - Media Relations - Media Buying - Strategic Message Development - Internal Communications Improvement - 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

#### CO-FOUNDER, 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