

# LANCE KNICKERBOCKER

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## FREELANCE COMMUNICATIONS SPECIALIST

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### VIEWPOINT

A powerful message must be clear, authentic, and memorable. I help clients distinguish themselves by finding their unique message. But more than that, I help teams fill in gaps. I work across industries and leadership levels to help people meet their goals, win customers, and grow.

### SELECTED ACHIEVEMENTS

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