

Kizaan Knapp

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SUMMARY STATEMENT

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

Marketing Strategist [CORNERSTONE ON DEMAND](#) Mar '16–current

- Manage \$1M dollar annual budget and successfully generated \$52M in annual revenue for 2016 from B2B sales driven by demand generation efforts.
- Develop ABM + digital marketing strategy successfully targeting key accounts and generating \$9M in revenue for 2016.
- Lead digital marketing initiatives including social media marketing, content marketing, email marketing, campaign landing page development, retargeting and marketing automation.
- Implemented strategy for creating dynamic campaigns using email and ABM to increase conversion utilizing Lattice Predictive Insights platform and customer segmentation profiles.
- Increased lead to MQL conversion from 16% to 20% by implementing cutting edge digital

Senior Marketing Manager [BALANCE INTERACTIVE](#) May '14–Mar '16

- Responsible for planning, development and the implementation of all organizational marketing strategies and channel partner relations.
- Developed and maintained marketing and sales processes, including lead tracking, lead nurturing and marketing conversion models.
- Wrote, produced and oversaw the distribution of all communications, which included RFP's, newsletters, sales and marketing materials, product data sheets, and teleconference scripts.
- Created and managed detailed annual marketing budget and responsible for budget allocation and execution.
- Created agency strategy for all online and offline marketing and communications activities; including content, paid media campaigns, email, social media, PR, branding, and events.
- Supported client marketing and strategy execution: including competitive analysis and customer journey mapping.

EXPERIENCE

Senior Marketing Manager [BALANCE INTERACTIVE](#)

May '14–Mar '16

- 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.
- Developed and lead social media 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.
- 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.

EXPERIENCE

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

- CRM (Salesforce)
- Marketing Automation (Hubspot, Marketo)
- CMS (Ektron, Wordpress)
- Twitter, Facebook & Social Media Marketing
- Google Analytics & AdWords
- Email Marketing (Mailchimp, Hubspot & Constant Contact)
- Project Management Software (Basecamp)
- Adobe Creative Suite
- 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

EDUCATION

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