

Kizaan Knapp

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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

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

- 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.

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.

EXPERIENCE

Senior Marketing Manager [BALANCE INTERACTIVE](#)

May '14–Mar '16

- 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 (QA - carried through to analytics).
- Supported channel marketing development and planning based on client organizational goals.
- 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.

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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