

Brian C. Knapp

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Experienced marketing and design professional with over 15 years of experience in marketing communications, promotions, graphic design, analytics and database management; possess exceptional organizational skills, time management ability, and attention to detail; thrives in high-pressured and customer focused environments.

CORE COMPETENCIES

- Website & Email Analytics
 - Graphic Conception & Design
 - Video/Film/Sound & Editing
 - SEO & Data Analytics
 - Website Creation & Management
 - Social Media Management
 - Interpersonal Communications
 - Marketing Communications
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ELECTRONIC PORTFOLIO

www.briancknapp.com

PROFESSIONAL EXPERIENCE

Marketing Manager

Vogelsang Ltd.

05/2015 – 12/2016

Ravenna, OH

- Manage all marketing aspects for Vogelsang utilizing Enterprise Resource Planning (ERP) software
- Create, manage and launch monthly email campaigns to multiple industries and track effectiveness
- Design and Americanize all corporate literature including brochures, technical papers and documents
- Conceptualize new marketing materials used in print mailings, online, and print advertising
- Manage and create multiple monthly webinar presentations for Vogelsang Webinar Series
- Maintain content on website, SEO, Google Ranking and monitor traffic to improve traffic
- Company photographer/videographer responsible for product photos, training and promotional videos
- Oversee and update all social media efforts including Facebook, Twitter, Youtube, and LinkedIn
- Manage and oversee marketing assistant and provide guidance on ways for improving productivity

Marketing Director

HAPCO, Inc.

12/2012 – 04/2014

Kent, OH

- Oversee all marketing aspects for HAPCO, Inc., and its sister company dba.Tarpco
- Intelligent website visitor tracking, campaign tracking and lead acquisition
- Manage all social media initiatives and track effectiveness
- Manage multiple Google Adword accounts, keywords and lead forensics

Marketing/Communications Manager

Laser Atlanta, LLC

03/2010 - 04/2012

Norcross, GA

- Prepared marketing material, communication programs, and email blasts
- Planned and attended trade show events, booth design and banner creation
- Database management, website creation and management of 3 websites including e-commerce
- Managed national statewide Request For Proposals (RFP) procurement process
- Created and maintained digital and print library of marketing resources
- Carried out various customer service duties including answering phone calls, assisting customers, preparing quotes, filing, shipping and receiving and processing repair requests

Marketing/Communications Manager

Construction Resources, Inc.

07/2005 - 12/2009

Decatur, GA

- Supervised all corporate marketing and public relations activities, which included all internal and external communication for 10 inter-related companies and six related showrooms
- Designed, produced and distributed all corporate marketing and promotional literature
- Provided training, safety and other employee related literature

- Conceptualized and created promotional corporate marketing videos for company products and services
- Performed as company photographer responsible for all photography used on website, showroom displays and all company literature
- Planned and coordinated all external corporate representation at trade shows and industry functions including booth design, layout, and setup. Managed Google Ad words advertising as well as organic search engine optimization
- Successfully launched and maintained new social media sites on Facebook, Twitter, Flickr, Active Rain and other social media sites
- Responsible for design of materials displayed, materials used in all 4 retail showrooms and assisted in seasonal decorating themes which included creating seasonal promotional materials for product displays, new products and assisting customers with color combination selections
- Wrote scripts and copies for radio spots, promotional videos and phone messaging system while on hold
- Conceptualized and designed all company vehicle graphics, exterior building signage, along with development of company and product branding and logo design
- Designed, built and managed all ten websites for the company
- Directed all multi-company advertising campaigns
- Managed and coordinated all media relations, as well as media-related vendor relations
- Cultivated and nurtured relationships with industry organizations to build company awareness, branding and recognition
- Coordinated, executed and followed up on product promotions with builders and/or co-sponsored vendor promotions
- Planned, created and produced all internal training and operational meeting presentation media using video, MS PowerPoint and other forms of media
- Managed, tracked and analyzed all avenues of advertising

Communications Manager
American Airlines, Inc.

11/1989 - 06/2005
 Chicago, IL

TECHNICAL SKILLS

- Microsoft® Office 2010
- Adobe® Illustrator CS 6.0
- Adobe® Acrobat Professional CS 6.0
- Microsoft® Front Page
- AVID® Non-Linear Editor
- Apple® Final Cut Pro
- Adobe® Bridge
- Adobe® Photoshop CS 6.0
- Adobe® InDesign CS 6.0
- Adobe® Dreamweaver CS 6.0
- Adobe® Flash CS 6.0
- Microsoft® Navision
- Pro Show Producer®
- PC & Mac Platforms

EDUCATION

Bachelor of Fine Arts, Visual Communication
American InterContinental University

2013
 Atlanta, GA

- Print and digital design with a concentration in website design & development. Cum Laude Graduate. Diploma received.
- Relevant Coursework: Advanced web design and development, graphic design principles and digital/print best marketing practices.

Associate in Science in Film and Video Production
Florida Metropolitan University

1996
 Orlando, FL

- Concentration in film, video production and desktop publishing. Suma Cum Laude Graduate. Diploma received.
- Relevant Coursework: Film, video production, photography and desktop publishing.