

Brian C. Knapp

Kent, OH 44240

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Experienced marketing communications and design professional with over 10 years of experience in all marketing communications including digital, promotions, analytics, product launches, campaigns, creative graphic design, project budgeting, possess exceptional organizational skills, time management ability, and attention to detail; thrives in high-pressured and customer focused environments.

CORE COMPETENCIES

- Website & Email Analytics
 - Website Creation & Management
 - Idea Translator & Transformer
 - Graphic Conception & Design
 - Social Media Management
 - SEO & PPC Advertising
 - Digital & Traditional Marketing
 - Interpersonal Communications
 - Campaign Management
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PROFESSIONAL EXPERIENCE

Marketing Manager/Digital Marketing Specialist

Ability Business

10/2017 – 06/2018

North Canton, OH

- Develop new company website including graphics, content, SEO, and integrated ecommerce
- Manage and create multiple email campaigns targeted to specific audiences
- Manage and update data base of leads with incoming leads and prospects
- Oversee and attend trade show opportunities to enhance company presence
- Create and produce promotional videos for company products for use on website and YouTube
- Perform sales activities such as cold calling, emailing and scheduling sales consultations

Marketing Director

Vogelsang Ltd.

05/2015 – 12/2016

Ravenna, OH

- Managed all marketing aspects for Vogelsang from conception, to accurate audience targeting, to support existing and new marketing objectives
- Drove campaigns, and oversaw or updated all social media to assist Product Manager's targeted market segments for specific products
- Utilized all appropriate marketing tools and media to insure fully rounded campaigns and maximum exposure or to insure successful product launches
- Assessed analytics with Management to evaluate effectiveness and maximize ROI
- Engaged and managed outside vendors as needed
- Managed and assisted international team to create and maintain all global company literature, including brochures, technical papers and press releases
- Conceptualized and developed new marketing materials used online, in print mailings and all advertising
- Produced corporate videos and photographs for social media, webinars, and internal communications

Marketing Director

HAPCO, Inc.

12/2012 – 04/2014

Kent, OH

- Oversaw all marketing aspects for HAPCO, Inc., and its sister company dbaTarpco
- Intelligent website visitor tracking, campaign tracking and lead acquisition
- Managed all social media initiatives and track effectiveness
- Increased wear part sales by developing new product packing and distributor awareness
- Managed multiple Google Adwords accounts, keywords and lead forensics

Marketing/Communications Manager

Laser Atlanta, LLC

03/2010 - 11/2012

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

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
- 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
- Designed, built and managed all ten websites for the company
- Successfully launched and maintained new social media sites on Facebook, Twitter, Flickr, Active Rain and other social media sites
- Designed, produced and distributed all corporate marketing and promotional literature
- Provided training, safety and other employee related literature
- Performed as company photographer responsible for all photography used on website, showroom displays and all company literature
- 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
- Managed and coordinated all media relations, as well as media-related vendor relations
- Managed, tracked and analyzed all avenues of advertising

Communications Manager
American Airlines, Inc.

11/1989 - 06/2005
Chicago, IL

- Previous position held as Customer Service Representative, 1989 – 1999.
- Managed station monthly newsletter publication including layout and design, photography and article management for multiple departments.
- Served as official photographer/videographer for employee events and management requests.
- Produced various training and employee event related literature and created web design for the company's local Recreation Association Committee.
- Produced marketing and promotional media, training videos and other forms of media for multiple departments including training posters, sales literature, writing scripts, camera operation, talent direction, non-linear editing, and audio enhancement.

TECHNICAL SKILLS

- Microsoft® Office Programs
- Microsoft® Front Page
- AVID® Non-Linear Editor
- Apple® Final Cut Pro
- proAlpha ERP Business Management Software
- Adobe® Creative Suite Programs
- Adobe® Premiere
- Microsoft® Navision
- Pro Show Producer®
- PC & Mac Platforms

EDUCATION

Bachelor of Fine Arts, Visual Communication

American InterContinental University

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

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. Diploma received.

ELECTRONIC PORTFOLIO

www.briancknapp.com