

# Brian C. Knapp

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## Career

**Objective:** To obtain a rewarding and challenging position utilizing my knowledge and creativity with various forms of media within a progressive organization.

**Experience:** **Marketing/Communications Manager**, Jul. 2005 – Dec. 2009, *Construction Resources, Inc.*, Decatur, GA. Responsible for all corporate marketing and public relations activities, which includes all internal and external communication for 10 inter-related companies and the four related showrooms. Design, produce and distribute corporate marketing and promotional literature. Provide training, safety and other employee related literature. Conceptualize and create promotional corporate marketing videos for company products and services. Company photographer responsible for all photography used on website, showroom displays and company literature. Plan and coordinate all external corporate representation at trade shows and industry functions, including booth design, layout and setup. Manage Google advertising as well as search engine optimization. Write scripts and copy for radio spots, promotional videos and our phone messaging while on hold. Conceptualize and design all company vehicle graphics, exterior building signage, along with development of company and product branding and logo design. Designed, built and currently manage all ten websites for the company. Responsible for all multi-company advertising campaigns. Manage and coordinate all media relations, as well as media-related vendor relations. Cultivate and nurture relationships with industry organizations to build company awareness, branding and recognition. Coordinate, execute and follow-up on product promotions with builders and/or co-sponsored vendor promotions. Plan, create and produce all internal training and operational meeting presentation media using video, audio and MS PowerPoint. Manage, track and analyze all avenues of advertising. Report directly to Owner/President.

**Communications Manager**, Nov. 1989 to Apr. 2005; *American Airlines, Chicago IL*. Previous position held as Passenger Service Agent from 1989-1998. Manage station monthly newsletter publication including layout and design, photography and article management involving multiple departments. Official photographer/videographer for employee events and management requests. Produce various training and employee event related literature and web design for the company's local Recreation Association Committee. Also produce 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.

**Instructor**, Apr. 1997 to Nov. 1999, *Florida Metropolitan University; Orlando, FL*. Educator responsible for instructing beginner and advanced students in the theory and practice of video and film production and audio applications pertaining to the industry. Courses taught include Sound, Electronic Field Production and Production Techniques. Also served as adjunct instructor for computer graphics classes including Adobe Premiere, Adobe Photoshop and Adobe Illustrator.

**Technical Director**, Jan. 1996 to Mar. 1996; *The Shopping Connection; Altamonte Springs, FL*. Duties include on-air character generator operation, camera operation, floor direction of talent, on-air switching of live programming. Also assisted in studio lighting placement and set design.

## Education:

**Macromedia Dreamweaver Certification**  
**Emory University, Atlanta, GA**

Oct 2005 – Nov 2005

Intermediate and advanced study of Adobe Macromedia Dreamweaver web design software. Successful completion of an 8 week course.

**Associate in Science Film and Video**, Florida Metropolitan University, Orlando, FL.  
Desktop Publishing, Film and Video Courses Studied.  
July 1994 – July 1996; Diploma Received, Summa Cum Laude.

**Communication**, Kent State University, Kent, OH.  
Sept. 1986 – June 1988; General Studies and Journalism Classes Studied.

**Internships:** **WRBW-TV65**, Promotions, Jan. 1995 – May 1995, Orlando, FL. Duties included writing VOC copy for daily programming, logging of reels, editing clips for episodic promos and assisting in audio recording sessions for VOC and sound effects.

**Century III Productions, Universal Studios**, Aug. 1994 – Jan. 1995, Orlando, FL.  
Assisted in the following productions as Production Assistant: America's Home Health Network, Reebok City Jam, Heroz the movie, NASA Bus Tours, Arcada Software and Tri-West Lotto.

**Special Skills:** \* Quick Learner \* Strong Leadership Skills  
\* Ambitious and Creative \* Well Organized  
\* Hard Worker \* Ability to Multi-Task Several Projects

**Computer Software:** \* Adobe Photoshop CS3 \* Adobe Illustrator CS3  
\* Adobe InDesign CS3 \* Adobe Acrobat Professional  
\* Adobe Dreamweaver CS3 \* Microsoft Frontpage  
\* Microsoft Office 2007 \* Microsoft Navision  
\* AVID Non Linear Editor \* Adobe Premiere  
\* Pro Show Producer \* Adobe Bridge

**Portfolio, Demo Tape and References Available Upon Request**