

Don Knapp

Content Strategy and Digital Marketing Leader

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I'm a digital marketing powerhouse with superb skills in content strategy and planning and a broad background in related marketing disciplines. I've got the experience, instincts, and passion to help organizations reach the next level.

COMPETENCIES

Account-based marketing
AI-assisted content creation
AI prompt engineering
AI workflow design
Brand marketing
Business development
Content strategy & planning

Content creation & writing
Copyediting & developmental editing
Demand generation
Editorial & campaign planning
Email marketing
Integrated marketing strategy
Marketing analytics & reporting

Messaging & positioning
Persona development (traditional & AI)
PR & media relations
SEO/AEO
Social media marketing
Team leadership
Web & digital experience

VALUES & GUIDING PRINCIPLES

Put audiences first | Define the vision and outcomes | Listen before strategizing
Champion creative execution | Lead with humor & empathy

EXPERIENCE

DIRECTOR OF CONTENT MARKETING | Tendo Communications

November 2018–Present

- Serve as content lead on agency projects for enterprise B2B clients in tech and finance, such as Cisco, Salesforce, VMware, and Crowe.
- Perform a wide range of content strategy services: developing content strategy roadmaps, content maturity assessments, AI workflows, editorial themes and calendars, competitive reviews, demand gen campaigns, and messaging and positioning frameworks.
- Execute and oversee content creation for clients, from microsites and webpages to ebooks, interactive infographics, social campaigns, and sales enablement assets.
- Co-lead agency marketing initiatives (ABM, advertising, social media) and thought leadership content to drive brand awareness and new client acquisition.
- Previous titles: Associate Director of Content Marketing, April 2021–Nov. 2023; Senior Content Marketing Manager, Nov. 2018–April 2021

SENIOR MARKETING & COMMUNICATIONS MANAGER | Build It Green

July 2013–November 2018

- Led marketing and communications strategy in support of major California energy efficiency and green building programs, including Energy Upgrade California and GreenPoint Rated.
- Supported biz dev and executive teams with research, partnership development, and strategic planning.

EXPERIENCE (continued)

COMMUNICATIONS & MARKETING DIRECTOR | ICLEI—Local Governments for Sustainability

July 2008–July 2013

- Led U.S. communications and marketing strategy for the largest global network of cities and local governments committed to sustainability, clean energy, and climate action.
- Coordinated program and software launches as well as national and international advocacy campaigns.
- Previous title: Communications & Marketing Manager, July 2008–July 2011

ASSOCIATE MANAGING EDITOR | Diablo Custom Publishing

Sept. 2000–July 2008

- Created, edited, and wrote articles for a range of custom publications—magazines, newsletters, websites—in the healthcare, entertainment, and technology fields.
- Won the Custom Publishing Council's 2007 Best New Magazine Award for *WebEx Connect*.

EDITOR | McMurry Publishing

Jan. 1999–Sept. 2000

- Managed, edited, and wrote articles for a range of custom magazines and newsletters for healthcare and corporate clients.

RESULTS BY THE NUMBERS

- **60+ clients**
Provided with superlative content and marketing support over 20+ years, including Cisco, Salesforce, PG&E, Comcast, State of California, and VMware.
- **16 websites**
Launched or redesigned (consumer and B2B) with my design input and content development.
- **27 launches**
Coordinated for products and SaaS, nonprofit and public-sector programs, and advocacy campaigns.
- **3,328 leads**
Generated for the State of California's Low-Income Weatherization Program, 2017–2018.
- **1,000+ assets**
Written, from blog posts and press releases to e-books, reports, infographics, e-newsletters, and webpages.
- **336 media hits**
Earned over 8 years, including the New York Times, Washington Post, Reuters, and the Associated Press

EDUCATION

- Pennsylvania State University | B.S. Earth Science, Concentration in Geography, Minor in Writing

COMMUNITY LEADERSHIP & VOLUNTEERISM

- Community ambassador, The Switch Is On, Decarbonization Coalition, 2022–present
- Parent volunteer, Girl Scouts Troup 32099, 2022–present
- Board member, Literacy for Environmental Justice, 2010–2013