

# DON KNAPP

CONTENT STRATEGY & DIGITAL MARKETING LEADER

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🏠 Oakland, CA

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

## WORK 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. Perform a wide range of content strategy services: developing content strategies and plans, content maturity assessments, editorial themes and calendars, demand gen campaigns, and messaging and positioning frameworks. Execute and oversee content creation for clients, from webpages and blog posts to ebooks and social campaigns. Co-lead agency marketing initiatives to drive brand awareness and new client acquisition.

\* Associate Director, 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 programs, including Energy Upgrade California® and GreenPoint Rated; supported business development and executive teams with research, partnership dev, and strategic planning.



### 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 advocacy campaigns.

\* 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*.

\* Senior Editor, Sept. 2000–May 2003



### 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.

## PROFESSIONAL SKILLS



## VALUES & GUIDING PRINCIPLES



## MY RESULTS

**60+** clients

provided superlative content and marketing support over 20+ years, including PG&E, Comcast, State of California, Cisco, Lumen, Salesforce, and VMware.

**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.

**14** websites

launched or redesigned (consumer and B2B) with my design oversight and content development.

**1,000+** assets

written, from blog posts, magazine articles, and press releases to e-books, reports, infographics, e-newsletters, and webpages.

**336** media hits

in 8 years, including the *New York Times*, *Washington Post*, Reuters, and the Associated Press.



## VOLUNTEERING

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



## EDUCATION

### PENNSYLVANIA STATE UNIVERSITY

B.S. Earth Science, Concentration in Geography, Minor in Writing