

Brian C. Knapp

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CAREER OBJECTIVE:

To obtain a rewarding and challenging position within a progressive company that utilizes my knowledge, experience and creativity with various forms of media.

EXPERIENCE:

Marketing/Communications Manager

Laser Atlanta, LLC,

2010-Present

Norcross, GA

- Prepare marketing material, communication programs, and email blasts.
- Database management and website management of 3 websites including a shopping cart site
- Management of national statewide Request For Proposal (RFP) procurement process
- Carry out various customer service duties including answering phone calls and assisting customers.
- Produce various correspondences and follow up.
- Exercise discretion and independent judgment with respect to matters of significance to the growth of the business and the daily operation.
- Perform marketing and administrative functions including but not limited to filing, shipping, receiving and handling Return Materials Authorization (RMA) requests.

Marketing/Communications Manager

Construction Resources, Inc.,

2005- 2009

Decatur, GA

- Supervised all corporate marketing and public relations activities, which include 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.
- 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 *currently* manage 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.,

1989- 2005

Chicago, IL

- 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.

Instructor**1997-1999***Florida Metropolitan University*

Orlando, FL

- Instructed beginner and advanced students in the theory and practice of video and film production and audio applications pertaining to the industry. Courses taught included Sounds, Electronic Field Production and Production Techniques.
- Served as Adjunct Instructor for computer graphics classes including Adobe Premiere, Adobe Photoshop, and Adobe Illustrator.

Technical Director**1996 –1997***The Shopping Connection*

Altamonte Springs, FL

- Acted as On-air character generator operation.
- Operated camera throughout media production.
- Performed floor direction of talent, and on-air switching of live programming.
- Assisted in studio lighting placement and set design.

INTERNSHIP:*WRBW-TV65 - Promotions***1995- 1995**

Assisted in the following productions as a Production Assistant:

Altamonte Springs, FL

- American's Home Health Network
- Reebok City Jam
- Heroz the movie
- NASA Bus Tours
- Arcada Software
- Tri-West Lotto

EDUCATION:*American InterContinental University***Present**

Bachelor of Fine Arts, Visual Communication

Hoffman Estates, IL

- Concentration in Web Design and Development
- Anticipated graduation date of March 2012

Emory University

Macromedia Dreamweaver Certification

2005- 2005

- Successful completion of an eight week course. Certificate received.
- Intermediate and advanced study of Adobe Macromedia Dreamweaver web design software.

Atlanta, GA

Florida Metropolitan University

Associate in Science, Film and Video

1994- 1996

- Diploma Received – 4.0 G.P.A., Suma Cum Laude Graduate
- Concentration on Film, Video and Desktop Publishing Courses

Orlando, FL

ADVANCED EXPERIENCE WITH THE FOLLOWING COMPUTER SOFTWARE:

- Microsoft® Office 2007
- Adobe® Illustrator CS 5
- Adobe® Acrobat Professional CS5
- Microsoft® Front Page
- AVID® Non-Linear Editor
- Apple® Final Cut Pro
- Adobe® Bridge
- Adobe® Photoshop CS 5
- Adobe® InDesign CS 5
- Adobe® Dreamweaver CS 5
- Adobe® Flash CS 5
- Microsoft® Navision
- Pro Show Producer
- PC & Mac Platforms

RELEVANT SKILLS:

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

Online Portfolio Available at www.briancknapp.com