

CHRISTINE KNAPP

DATA-DRIVEN MARKETER + CAMPAIGN STRATEGIST

CONTACT

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EDUCATION

MAJOR:
COMMUNICATIONS &
MARKETING

MINOR: HEALTH
PROGRAMS &
PLANNING

James Madison University
2002 - 2006

Graduated Cum Laude

SKILLS

//PROFESSIONAL

- Business Development
- Affiliate Marketing
- Strategic Partnerships
- Marketing
- Content Development
- Channel Strategy
- Campaign Management

PROFILE

- *15 years of experience in marketing, campaign strategy, and business development
- *Proven success in acquisition of new partnerships and securing business growth
- *Implementation of marketing strategies that effectively grew sales and revenue
- *Brand management, content development, and experience using content management systems
- *Management of annual marketing budget and marketing teams

PROFESSIONAL EXPERIENCE

MARKETING STRATEGIST

Misconception Marketing (Agency) | January 2025 – Present

- Develop the social media strategy, campaign strategy, and content strategy for a variety of clients in the health, environment, and non-profit verticals, leading to 100%+ growth in business interactions and engagement for various clients month-over-month.
- Spearheaded and executed a national awareness week campaign for one client, with a 200% increase in Facebook comments and a 550% rise in new fans. On Instagram, reels spiked 466% and saves increased by 1,000%.
- During the awareness campaign above, celebrity shout-outs included Morgan Freeman, Jeremy Renner, Lin-Manuel Miranda, Miss Kentucky, and more.

OMNICHANNEL MARKETING MANAGER

McKesson – Medical-Surgical (Fortune 10 company) | July 2023 – October 2024

- Developed ten omnichannel marketing strategies targeting primary care customers, leading to a \$1.5 million year-over-year revenue growth for a Q1 sexual health campaign.
- Managed 100+ marketing campaign tactics from ideation through execution, including print marketing, digital brochures, sales enablement materials, and media advertisements in industry publications.
- Innovated campaign execution by implementing themed direct mail postcards combined with email marketing, utilizing unique tracking codes to identify high-performing links.
- Conducted data analysis to understand campaign success better, drove product awareness, and implemented sales enablement strategies for sustained revenue growth.

BUSINESS DEVELOPMENT AND PARTNERSHIP MANAGER

Roadpass Digital (Start-up) | September 2022 – January 2023

- Identified 50+ strategic distribution partnerships and built meaningful relationships with leaders throughout the outdoor, travel, and RV industries to expand market reach.
- Developed and pursued opportunities to expand current partnerships and created new relationships, maximizing user engagement with the business app suite.
- Collaborated with cross-functional teams, including marketing, content, and product development, to improve user acquisition and conversion rates from partner channels.

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SKILLS

// TECHNICAL

- Microsoft Office Suite
- Microsoft Teams
- Adobe Omniture
- Google Analytics
- Gmail / GSuite
- Salesforce
- Outlook
- Highspot
- Hubspot
- WordPress
- Workfront
- Slack

MEMBERSHIPS

AMERICAN MARKETING
ASSOCIATION MEMBER
2023-2024

VOLUNTEERING

PEDIATRIC EPILEPSY SURGERY
ALLIANCE
Community Advisory Council Member
2023-2025

ABILITY EMPLOYEE RESOURCE
GROUP
McKesson Board Member 2024

PROFESSIONAL EXPERIENCE (CONTINUED)

FREELANCE WRITER, MARKETER AND SOCIAL MEDIA CONTENT CREATOR
Owner, Christine-Knapp.com (Self-employed) | June 2018 – August 2022

- Created impactful, purposeful content that inspired others and spread awareness of brands with emphasis on content creation, strategic marketing, and social media development in the non-profit, political, outdoor, recreation, and health verticals.

STRATEGIC MARKETING MANAGER / PARTNERSHIP MANAGER
Trader Interactive (Privately-held company) | August 2011 – May 2018

- Achieved 100% year-over-year growth for two consecutive years, increasing partnerships from 18 to 36 partners in 2015 and 36 to 72 partners in 2016, with over 100 new partnerships established over a two-year period.
- Created and executed multi-channel marketing campaigns across multiple websites and partners, driving awareness and generating 125 sales for partners and 40,000 leads.
- Created and launched the organization's first Dealer Loyalty Program in 2012, significantly enhancing dealer satisfaction and loyalty to Trader businesses.
- Established the brand's inaugural content marketing and email marketing strategy.
- Spearheaded a 2013 consumer branding campaign, resulting in a 49% year-over-year increase in traffic, a 14% growth in private party ad placements, and a 17% increase in private party revenue.
- Managed and attended over 15 B2B and B2C tradeshows, growing leads for the business while effectively maintaining the annual marketing budget.

Prior to 2011, I worked for various non-profits, including the March of Dimes.

CONTINUING EDUCATION

VIRAL MARKETING AND HOW TO CRAFT CONTAGIOUS CONTENT

*Jonah Berger – Wharton School of
Business
Coursera certificate - 2023*

CREATING COMPELLING SALES ENABLEMENT CONTENT

*American Marketing
Association course - 2024*

BUILDING BRAND AUTHORITY

*American Marketing Association
course - 2023*

GEN AI IN MARKETING

*American Marketing Association
course - 2024*