

# RYAN KNOTT

## MARKETING CONTENT PROFESSIONAL

### CONTACT

- 517-282-8146
- ryan.knott@gmail.com
- ryanknott.com
- 1800 Springfield Ln, Lansing, MI 48912

### CORE COMPETENCIES

- Content strategy and planning
- Agile marketing
- Editorial leadership
- Cross-functional team management
- SEO and data analytics
- Content distribution and channel management
- Brand positioning and messaging
- Customer persona development
- Video and multimedia content
- Agency and stakeholder collaboration
- Accessibility and inclusive content

### RESULTS & IMPACT

- Dramatically increased blog and organic search traffic at TechSmith by applying advanced content strategies and SEO.
- Launched scalable and streamlined content systems and analytics reporting at TechSmith and TrackStreet, enabling data-driven decision making.
- Grew TechSmith's YouTube channel from ~33,000 subscribers to over 100,000.
- Built fast-moving and creative content teams, improving output quality and team satisfaction.
- Launched and managed major research projects that led to high-profile earned media.

### ABOUT ME

Hi! I'm Ryan, a senior content strategist with 10+ years of experience driving content for SaaS, B2B, and B2C brands and more than 20 years of experience writing, editing, and creating content. I believe that great content should actually help people. I'm a data nerd who loves analyzing and reporting on results and a social creature who excels in a team environment. I will tell a dad joke or 10. I know what worked yesterday won't necessarily work tomorrow. Most importantly, I believe in putting the customer first and leading with integrity, always.

### WORK EXPERIENCE

#### Content and Communications Manager

TrackStreet 2024-2025

- Developed and managed content strategy for a leading SaaS brand protection platform, driving consistent engagement and inbound leads.
- Built and maintained a scalable content distribution system across web, video, and social media.
- Partnered with product owners and leadership to innovate brand messaging across the customer journey and sales funnel.
- Led SEO strategy and execution, resulting in measurable improvements to organic web and video performance.
- Managed multiple agency relationships to deliver on marketing objectives.
- Maintained brand voice and style guidelines, ensuring consistency across all channels and touchpoints.
- Owned content analytics and reporting, linking projects to performance outcomes.

#### Marketing Content Strategist

TechSmith 2022-2024

- Designed and executed global marketing strategies for Camtasia and Audiate, driving brand awareness and revenue growth.
- Oversaw editorial calendar, blog, social, video, and lead generation content for multi-channel activation.
- Collaborated with SEM, UX, digital marketing, and product education to align messaging and eliminate content gaps.
- Led internal and external creative teams, including onboarding, coaching, and performance management for content staff and vendors.
- Applied SEO best practices to all digital content, improving rankings and reach for key search terms.
- Developed and enforced brand and content style guides.

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### EDUCATION

BA English

#### Michigan State University

Specializations in literature, creative writing, and film.

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### SOFTWARE EXPERIENCE

Adobe Creative Cloud | Asana | Audiate |  
Camtasia | ChatGPT | Figma | Google  
Analytics 4 | Google Genie | Google  
Workspace | Grammarly | HubSpot | Logic  
Pro | Looker Studio | MS Office |  
SEMRUSH | Slack | Snagit | Sprout Social |  
Trello | WordPress | Zapier

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### REFERENCES

Available upon request

### WORK EXPERIENCE

#### Marketing Content Specialist

TechSmith

2019-2022

- Created, managed, and evaluated marketing content for the TechSmith brand and products, including blog posts, landing pages, videos, social media, research, white papers, customer stories, and sales materials.
- Collaborated with product owners and other stakeholders to develop content for product messaging and distribution throughout the funnel.
- Created, managed, and evaluated SEO strategies across web, video, and social properties.
- Managed external agencies, including those for social media, SEO, graphic design, web design, public relations, content creation, and email.
- Managed customer personas and marketing messaging to ensure consistency across platforms and throughout the marketing funnel.
- Coordinated with the product education team to ensure cohesion, eliminate gaps, and maintain consistency.
- Maintained and enforced content style and brand guidelines.

#### Public Relations/Public Engagement Specialist

TechSmith

2016-2019

- Planned, managed, and evaluated public relations strategy and execution.
- Maintained relationships with journalists and influencers in the TechSmith brand and product spaces.
- Drove placements for TechSmith products and subject matter experts in appropriate media.
- Ensured awareness of TechSmith products across the media landscape.
- Managed global PR agencies' strategy and execution in the United States, United Kingdom, Germany, Australia, Japan, and Canada.
- Maintained and enforced content style across all TechSmith properties.

#### Communications Specialist

Center for Educational Networking

2013-2016

- Planned, managed, and evaluated communications strategies, including website design/content, social media, accessibility, video, and public relations.
- Content creation, editing, and evaluation/maintenance, as well as brand identity in support of the Michigan Department of Education's Office of Special Education, and various grant-funded initiatives.

#### Communications and Social Media Manager

School-Community Health Alliance of Michigan

2012-2013

- Communications and social media strategy.
  - Content creation and maintenance.
  - Website design and maintenance.
  - Public and media relations.
  - Brand identity, publications management, and event management.
  - Workshop instruction, fundraising, and legislative advocacy
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