

RYAN KNOTT

MARKETING CONTENT PROFESSIONAL

CONTACT

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

SKILLS

Writing and editing

Content strategy

SEO

Video creation

Software tools: MS Office, Adobe Creative Suite, Asana, Google Workspace, SEMRush, WordPress, Drupal, Trello, Slack, Camtasia, Snagit, Audiate, Logic Pro X, Google Analytics 4

EDUCATION

BA English

Michigan State University

Specializations in literature, creative writing, and film.

PROFILE

Hi! I'm Ryan! I believe that great content should actually help customers. I get a huge thrill from owning a search engine results page and watching followers and engagement grow on YouTube and social media. I'm a data nerd and love to report on successes and even the occasional failure (because if you're not failing, you're not learning). I'm a social creature who excels in a team environment. Clever headlines? Yes. Clickbait? No. 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

Marketing Content Strategist

TechSmith 2022-Present

- Create, manage, and evaluate a global marketing content strategy for Camtasia and Audiate software products, emphasizing a customer-first approach.
- Work with product owners and other stakeholders to determine and execute the best strategy for product messaging and distribution throughout the funnel.
- Create, manage, and evaluate SEO strategies across web, video, and social properties.
- Coordinate with digital marketing/SEM colleagues to ensure cohesion and eliminate gaps.
- Manage strategy and execution of external agencies, including social media, SEO, graphic design, web back-end, public relations, content creation, email, etc.
- Manage content staff and interns for content creation and distribution.
- Manage customer personas and marketing messaging to ensure consistency across platforms and throughout the marketing funnel.
- Coordinate with the product education team to ensure cohesion, eliminate gaps, and maintain consistency.
- Maintain and enforce content style and brand guidelines.

Marketing Content Specialist

TechSmith 2019-2022

- Create, manage, and evaluate marketing content for the TechSmith brand and products, including blog posts, landing pages, videos, social media, research, white papers, customer stories, and sales materials.
- Work with product owners and other stakeholders to create content for product messaging and distribution throughout the funnel.
- Create, manage, and evaluate SEO strategies across web, video, and social properties.
- Manage external agencies, including for social media, SEO, graphic design, web design, public relations, content creation, email, etc.
- Manage customer personas and marketing messaging to ensure consistency across platforms and throughout the marketing funnel.
- Coordinate with the product education team to ensure cohesion, eliminate gaps, and maintain consistency.
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EXPERTISE

- B2B and B2C Marketing content strategy
- Writing and editing
- Customer research and personas
- Content and software accessibility
- On-page and technical SEO strategy and tools
- Web and SEO data analytics
- Blog strategy
- StoryBrand
- Video content
- Public relations
- Software/SaaS product marketing
- Technical writing
- Workshop instruction

REFERENCES

Available upon request

WORK EXPERIENCE

Public Relations/Public Engagement Specialist

TechSmith

2016-2019

- Plan, manage, and evaluate public relations strategy and execution.
- Maintain relationships with journalists and influencers in the TechSmith brand and product spaces.
- Drive placements for TechSmith products and subject matter experts in appropriate media.
- Ensure awareness of TechSmith products across the media landscape.
- Manage global PR agencies' strategy and execution in the United States, United Kingdom, Germany, Australia, Japan, and Canada.
- Maintain and enforce content style across all TechSmith properties.

Communications Specialist

Center for Educational Networking

2013-2016

- Plan, manage, and evaluate 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, 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/maintenance.
- Website design/maintenance.
- Public/media relations.
- Brand identity, publications management, and event management.
- Workshop instruction, fundraising, and legislative advocacy