

# Chad Knasinski

## Marketing and Public Relations Professional

Experienced Marketing and Public Relations Professional with a passion for building strong relationships and driving business growth. Proven ability to develop and execute successful public relations strategies, resulting in increased media coverage and brand recognition.

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## SKILLS

Campaign Management

Public and Media Relations

Market Analysis

Strategic Planning

Press Releases

Social Media Marketing

Crisis Communications

Marketing Strategy

Digital Media

Content Strategy

## WORK EXPERIENCE

### National Director of Communications

#### Suncoast Sports

02/2022 – Present

Bradenton, Florida

##### Achievements/Tasks

- Developed and executed strategic communication plans for the company, including product launches, social media content creation, and executive changes.
- Created and edited various communication materials, including press releases, blog posts, and website content to assist with promoting the Suncoast brand and its products and services.
- Assist with the crisis communications response to a major product recall, effectively mitigating reputational damage and protecting the company's bottom line.
- Reviewed constantly the customer feedback and then suggested ways to improve the process and customer service levels which increased from 62% to 94%.

### Marketing Brand Manager

#### Bona-US

09/2022 - 07/2023,

Centennial, Colorado

##### Achievements/Tasks

- Developed, recommended, and implemented strategic business plans for assigned brands, customers, and channels, and served as the brand owner to ensure consistency across all consumer-facing materials including packaging, websites, in-store POS, advertising, and social media.
- Executed strategic and tactical market/marketing analysis to define growth opportunities within defined segments, products, and channels, including the creation of program concepts, promotional activities, themes, and graphic designs all in compliance with Global Corporate Visual Identity (CVI) and Brand Visual Identities (BVI).
- Responsible for specifically focusing on leading business and competitive analysis and completing day-to-day business activities with the goal of driving sustainable sales growth, increasing brand awareness, and supporting all current and future product offerings.

## WORK EXPERIENCE

### Director of Marketing and Communications

#### Team USA - USATT

03/2020 - 01/2021,

Colorado Springs, Colorado

##### Achievements/Tasks

- Constructed and deployed successful marketing and public relations campaigns from ideation through execution to keep audiences engaged despite the COVID-19 pandemic.
- Created and curated valuable content for digital media platforms, including the organization's website, social media platforms, email marketing, and other channels of content distribution in the form of press releases, articles, social media posts, blogs, and weekly newsletters.
- Increased social media following with an average of 29.75% on the top platforms, including Facebook, Twitter, Instagram, and YouTube.
- Redesigned and managed content on USATT.org resulting in over 786,000 new visitors in 2020, an increase of 7.69% from 2019.

### Marketing and Communications Manager

#### Colorado Railroad Museum

03/2017 - 03/2020,

Golden, Colorado

##### Achievements/Tasks

- Evaluated consumer preferences and behaviors, combined with market trends and historical data, to adjust and enhance campaigns.
- Established, initiated, and optimized business development strategies based on company targets, product specifications, market data, and budget factors.
- Trimmed the marketing budget by over 42% while increasing the museum's overall attendance for events by 6% each year.
- Achieved an average open rate of 19% on electronic communications by researching and targeting the right prospects.

### Principal/Publicist

#### Synergy Management

02/2008 - 03/2017,

Parker, CO

##### Achievements/Tasks

- Developed and implemented a social media campaign that generated thousands of new followers and increased brand engagement for NFL and NHL clients.
- Successfully managed a PR crisis for NFL clients, mitigating negative publicity and protecting the brand reputation.
- Connected clients to the local community, raised personal brand through appearances and charitable events and established continuity with the professional teams and the clients management team.
- Managed media tour that includes 65 interviews with regional, national and international outlets over two Super Bowls.
- Generated over \$80,000 in donations to one client's Foundation through focused sponsorship appeals.

## EDUCATION

### Bachelor of Science - Communications

#### University of Wisconsin - Whitewater

Whitewater, Wisconsin