



# CHRISTOPHER KNOBLOCK

## SPORTS COMMUNICATION & MARKETING SPECIALIST / BROADCASTER

Flat 2, 19 Marlborough Road, Richmond, TW10 6JT // @CKNOBLOCK17 (X/Instagram)  
T: 07376 297751 // E: [cknoblock77@gmail.com](mailto:cknoblock77@gmail.com) // W: [www.cknoblock.co.uk](http://www.cknoblock.co.uk)

### PERSONAL PROFILE

I am an ambitious, dedicated and hard-working marketing and media specialist with a decade of experience in sporting environments, both in North America and the United Kingdom; I am accomplished in all aspects of modern marketing techniques and specialise in building a strong social media presence across a range of platforms.

My passion for sport has been unwavering throughout my life and I consider myself fortunate to have established a career within the sports industry doing what I love - promoting the clubs and leagues I represent to as wide an audience as possible and injecting fresh impetus into the existing marketing and media strategies.

I have strong communication skills, honed as a radio sports broadcaster and stadium announcer at professional baseball and ice hockey arenas, and well-developed expertise in travel logistics having served as Travelling Secretary and Operational Director for a pro baseball club, taking responsibility for all ground and air travel as well as accommodation arrangements.

### EDUCATION & PROFESSIONAL TRAINING

University of Maine, Honors College

BA in Communication (Minor in History)

Graduated 2012



#### Additional Professional Development:

- Contributing articles and blogs for various online platforms and making multiple podcast appearances
- Serving as National Communications Director for Alpha Delta National Fraternity
- Member of fraternity's National Board of Directors

### PROFESSIONAL SPORTS EXPERIENCE

Great Britain Senior Women's National Softball Team

Press Officer & Broadcaster

2022 - Present



GB SOFTBALL

- Plan and execute all media for the Women's Senior National Team
- Perform all Press Officer and Broadcasting duties for the 2022 European Championships and the 2023 Softball World Cup
- Develop brand standards and style for the Great Britain Softball programme
- Communications lead for all GB Teams under the World Class Performance Programme umbrella
- Plan and execute all communications and media around the 2023 Softball World Cup, including trials, training camp and competition
- Plan and execute game operations, merchandise, marketing and logistics around these
- Streamline and standardise communications and branding within the Great Britain Softball programme, ensure compliance with WBSC guidelines across all GB Softball Women's teams
- Organise game operations for, and broadcast the Royal Spark Challenge - featuring the first professional softball game in the UK

**Notable Accomplishments:** ✓ 2022 European Silver Medal, Royal Spark Challenge

Great Britain Baseball Senior National Team

Press Officer & Broadcaster

2021 - 2023



- Perform all Press Officer and Broadcasting duties for the 2021 and 2023 European Championships, as well as the 2022 World Baseball Classic qualifier
- Broadcast all GBR Baseball games at the 2021 European Championships in Turin, and all of GBR's Pool B games in 2023 in Trebic, Czechia
- Trained GBR Baseball communications staff in social media, media management, and team services
- Coordinated all media access to GB Baseball, including international and stakeholder media
- Served as GBR Baseball's Social Media Manager, Press Officer, and assisted with logistics
- Executed content and media plan for GBR Baseball and BaseballSoftballUK

#### Notable Accomplishments:

- ✓ 2023 European Championships Silver Medal winners
- ✓ 2022 World Baseball Classic Qualification, for the first time in the programmes history

### TESTIMONIAL

"As an associate of Chris Knoblock for a number of years, I would recommend and endorse his skillset for any team, club or company that is looking for an incredible addition to their team. Chris has expertise in Microsoft Office, Adobe Photoshop and is proficient in leading a social media team. He successfully built a professional baseball team's social media presence and grew it to its highest potential, exceeding expectations. Chris is an incredibly talented media and public relations professional. I have seen him at first-hand handle all aspects of media duties relating to the team, including on-air broadcasting, live streaming, press releases, interviews with professional athletes and coverage of all in-and-out-of-market items relating to New Britain Bees. He is a consummate professional and I would recommend him highly."

J.P McCooe: Group Sales Manager, New Britain Bees



### AREAS OF EXPERTISE

- ✓ Multi-Channel Marketing
- ✓ Social Media Growth & Engagement
- ✓ Project Management
- ✓ Travel & Operational Expertise
- ✓ Media Outreach & Tracking
- ✓ Radio Broadcasting
- ✓ Live Streaming
- ✓ Computer Software
- ✓ Customer Service



*Broadcasting with Red Sox Hall of Famer Bernie Carbo*

## KEY SKILLS & COMPETENCIES

**Self Motivation:** A self-starter who brings energy, dedication and commitment to each role and whose brave outlook and ambition has seen him cross the Atlantic to establish a new career in London

**Organisation & Planning:** Analytical thinker who demonstrates ability to multi-task and maintain a clear focus; able to keep a clear head under pressure and take appropriate action to overcome obstacles

**Software Expertise:** Skilled at building and managing websites, quick to learn and adapt to new computer systems, and proficient in a wide range of software packages relating to all media and social media platforms

**Presenting:** Comfortable in audio and video presentation, having appeared in multiple podcasts and having been at the heart of the live broadcasting of baseball and ice hockey matches over the past decade

**Communication:** Displays strong inter-personal skills, is confident and assured in broadcasting and commentating, and is skilled in producing written and digital content

**Leadership:** Experience of leading from the front, hosting events, organising campaigns, creating marketing strategies and managing support teams

**Client Relations:** A personable individual, whose integrity and professionalism has helped build and maintain strong relationships with clients, sponsors and key stakeholders



*Interviewing GB Baseball & Mariners Prospect Harry Ford at the 2023 European Championships*

## PROFESSIONAL SPORTS EXPERIENCE CONTINUED

**BaseballSoftballUK, London/Buckinghamshire**

**PR Officer & Sports Broadcaster**

**2019 - Present**



- Responsible for all aspects of promoting the national development of baseball and softball in the UK
- Identif and drive new sponsorship opportunities, create and execute marketing campaigns
- Produce and manage all content - both for general media and social media - created or distributed by the organisation, including digital assets and written stories
- Manage all social media channels and the website, demonstrating editorial judgement and creativity
- Developed strong relationships with key stakeholders and partners, including potential sponsor
- Create and implement brand guidelines and strategies
- Analyse online traffic and assess success of digital advertising and promotional strategies
- Utilise a growing bank of contacts in the USA and UK to ensure strong business and personnel connections, help strengthen the bond between the UK organisation and Major League Baseball
- Raise awareness and visibility of British players playing internationally
- Plan and implement a successful communication plan for the first-ever London Series in 2019
- Implement bespoke and modern marketing and content tools to gain market share in UK
- Created, implemented and maintained BSUK-TV, a free broadcast network open to all grassroots clubs and organisations to stream games
- Broadcast notable games throughout the season, including BBF National Championship, BSF NFL Championships, BBF Summer Cup and BSF World Series

**Notable Accomplishments:** ✓ Led and oversaw the launch of BSUK-TV

**New Britain Bees**

**Director of Media Relations & Broadcasting/  
Director of Baseball Operations**

**2016 - 2017**



- In a wide-ranging remit with the Connecticut-based professional baseball franchise, took responsibility for all public relations and multi-media duties
- Broadcast all' games in the Atlantic League on live radio, managed the website and social media
- Boosted social media followers by 550% and increased the monthly reach to over 100,000
- Planned and delivered a series of media outreach campaigns, and implemented marketing campaigns for games, theme nights and off-season events
- Coordinated travel and accommodation arrangements, including hotels and flights, for a roster of 35

**Boston Blades**

**Director, Communications & Social Media**

**2015 - 2017**



- As play-by-play announcer, broadcast selected Blades games in the Canadian Women's Hockey League
- Managed social media and PR for the first-ever Outdoor Women's Classic
- Promoted and enhanced profiles of CWHL players by delivering player-specific content and campaigns
- Managed the website and social media, created a new podcast and app to engage fan base

**Portland Pirates**

**Director, Communications & Media Relations**

**2012 - 2014**



- Took charge of all duties relating to public relations, marketing, advertising, media relations, website and social media platforms for the American Hockey League affiliate of NHL club Phoenix Coyotes
- Co-ordinated media coverage of the team in local, national and international media outlets
- Planned and implemented the creation of a new state-of-the-art website
- Negotiated with radio, television, newspapers and magazines across the state of Maine in implementing a highly successful \$100,000 multi-media advertising campaign
- Grew the club's social media reach, increased followers by 200% and social reach by more than 500%

## ADDITIONAL PROFESSIONAL EXPERIENCE

**Robin Hood Camp**

**Operations Director**

**2014 - 2015 / 2006 - 2012**



- In a long association with the Robin Hood Camp project in Brooksville, Maine, held a variety of key organisational and managerial roles within the senior leadership team, culminating in being appointed Operations Director
- Managed transportation and travel for staff and campers, including logistics for over 1000 flights from more than 40 countries and involving multiple airlines and international airports each summer
- Demonstrated strong leadership and communication skills by managing a staff of 130 members from around the world in planning and implementing the day-to-day operations of one of America's most dynamic and successful summer camps