

## CHRISTOPHER KNOBLOCK

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### Objective

A front office communications position in challenging and fast paced environment, creating and executing social media and marketing programs.

### Skills

- Adobe Photoshop & Audition
- Multi-Channel Marketing
- Social Media Growth & Engagement
- Media Outreach & Tracking
- Live Streaming & Radio Broadcasting
- Operations, Travel, and Player services
- Sales & Client Services

### Experience

2018- Present

#### THE FIELD INSTITUTE

CAPE TOWN, ZA

##### *Digital Marketing Consultant*

Worked with The Field Institute staff to create digital media strategy from the ground floor

- Planned and executed social media marketing strategy, including paid advertising
- Created digital marketing schedule, including newsletter and social media posts

2016-2017

#### NEW BRITAIN BEES

NEW BRITAIN, CT

##### *Director of Media Relations & Broadcasting*

Broadcasted all games for Atlantic League of Professional Baseball's New Britain Bees. Served as public relations, webmaster, social media, Director of Baseball Operations.

- Created and executed team's social media, boosting followers by 550%, increased reach to over 100,000 using paid and organic means
- Executed media outreach campaigns, including live appearance on SportsCenter
- Coordinated PR efforts within front office to support ticket and corporate sales

2015-2017

#### BOSTON BLADES

BOSTON, MA

##### *Director, Communications & Social Media / Play by Play Announcer*

Called select games for Two-Time Clarkson Cup Champion Boston Blades of Canadian Women's Hockey League.

- Worked with CWHL office for first-ever Outdoor Women's Classic, managing league's social media and public relations
- Consulted and created CWHL's team by team social strategy for 2016-17 season
- Created team centered podcast and app to engage fan base

2012-2014

#### PORTLAND PIRATES

PORTLAND, ME

##### *Director, Communications & Media Relations*

Responsible for public relations, marketing, advertising, media relations, and multimedia for American Hockey League affiliate of NHL's Phoenix (now Arizona) Coyotes.

- Managed and expanded Pirates' social media reach and coordinated creation of state-of-the-art website.
- Increased social followers by 200% and social reach/engagement by over 500%
- Coordinated media coverage between team and local, league, national and international media

### Education

2008-2012

#### THE HONORS COLLEGE-UNIVERSITY OF MAINE

ORONO, ME

##### *Bachelor of Arts: Communication, Minor: History*

Graduated Cum Laude, May 2012, Senior Skull Honors Society 2012; Lambda Pi Eta Communication Honors Society

### Personal

Avid iPhone photographer; mistaken for, but not related to Chuck Knoblauch; Aspiring aviation geek; sometimes mascot.