

Paul Charles Knapp

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Employment: **Snapp Productions** (www.snappro.com), Arlington, Va., 1999–present

Owner/Principal

- Produce marketing collateral, web sites, direct mail, proposals, and other publications for small and large businesses, nonprofit organizations, and government contractors
- Deliver a full range of cost-effective marketing strategy, promotional copywriting, graphic design, and print and web production services
- Augment in-house services with extensive network of creative talent

Star Mountain (Provant), Alexandria, Va., 2002–2003

Group Vice President, Marketing

- Responsible for corporate-level marketing for Provant's Government Group (Star Mountain FPMI) and Project Management Group
- Developed and implemented federal government and commercial marketing strategies and managed \$500K budget
- Actively marketed GSA schedules and other federal contract vehicles via trade shows, advertising, email, and web site
- Supervised marketing and production team
- Wrote and produced marketing collateral, web copy, and press releases

ESI International, Arlington, Va., 1995–1999

Managing Production Editor, Marketing Department

- Managed all direct mail production for \$40 million company, enabling company to triple revenues in less than five years
- Supervised staff of five designers and editors, plus freelance help
- Negotiated and purchased \$1+ million in printing per year
- Saved company more than \$100,000 per year in printing costs through competitive bidding and creative design solutions
- Wrote, edited, designed, and/or produced hundreds of catalogs, brochures, and books; rewrote more than 100 course descriptions

Civil Engineering Research Foundation, Washington, D.C., 1992–1995

Communications Manager

- Managed \$200,000 annual communications budget
- Wrote and produced newsletter, brochures, press releases, annual report
- Trained/supported users of computer graphics software and equipment
- Supervised corporate mailing list database and mass mailings
- Served as primary press/public contact
- “Ghost”-wrote magazine articles for foundation president

Technology, Management and Analysis Corp., McLean, Va., 1990–1992

Marketing Communications Manager, Systems Integration Division

- Wrote and produced division marketing collateral
- Developed proposals in response to federal and commercial solicitations
- Managed winning \$30 million AFCAC database machines proposal
- Selected *Employee of the Quarter*

Kenfair Manufacturing, Alexandria, Va., 1986-1989

Sales and Marketing Manager

- Supervised 10 sales and customer service representatives
- Developed monthly promotions and wrote customer newsletter
- Conducted market surveys and analyses; created customer database

Regional Sales Manager

- Serviced three states, selling complete line of custom-made products
- Increased customer base by more than 150 accounts in two years

Education: **Princeton University, A.B.,** Sociology, 1986

PC/Mac Software Skills:

- Adobe InDesign
- Quark Xpress
- Adobe PageMaker
- Adobe Photoshop
- Adobe Illustrator
- CorelDraw
- Microsoft Office (Word, Excel, Access, PowerPoint, etc.)
- Macromedia Dreamweaver
- NetObjects Fusion