

Michael Knott

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Executive Summary

Communications and strategic engagement leader with 14+ years of experience translating complex technical initiatives, organizational priorities, and operational objectives into clear, compelling communications for executive leadership, public audiences, and external stakeholders. Proven success developing integrated communication strategies, managing high-profile media relationships, leading cross-functional initiatives, and presenting in highly visible environments.

Professional Experience

Executive Producer & Director

Visocast LLC

2021 – Present | New York, NY

- Develop and lead integrated communications strategies supporting Fortune 500 companies and nonprofit organizations, executive leadership, and public-facing initiatives.
- Deliver complex operational information into accessible communications across digital platforms, newsletters, and community engagement programs.
- Produce reports and communication materials supporting organizational planning and leadership.
- Coordinate communications across multiple stakeholders while managing priorities and project timelines.
- Build public engagement strategies that increased membership by 15% and organizational participation.

Media Director, International Brands

Bonnier Corporation

2017 – 2021 | New York, NY

- Managed a \$9M annual paid media budget across 40+ brands on social media.
- Directed communications strategy supporting more than forty national media brands while managing a \$9M annual operating budget.
- Served as a liaison between editorial, advertising, analytics, and executive leadership to ensure aligned messaging and coordinated execution.
- Produced executive reporting and performance analyses that informed organizational strategy.
- Led cross-functional teams through complex projects requiring collaboration across multiple departments.

Publisher, Consultant and Communications Advisor

Time Inc, with Sports Illustrated, People and Roaring Earth

2014 – 2017 | New York, NY

- Helped establish digital communications strategies for People, Sports Illustrated, and Time in video for social publishing.
- Coordinated messaging across editorial, production, and executive teams supporting nationally recognized media brands.
- Represented Roaring Earth internationally, including presenting at the United Nations.
- Generated international media exposure including Good Morning America, Today, and BBC.

Vice President, Meredith Women's Network

Meredith Corporation, with Better Homes and Gardens, Parents and Fitness

2006 – 2014 | New York, NY

- Launched the Women's Network reaching 10 million U.S. women daily, \$19.5M in annual revenue.
- Partnered with Fortune 1000 organizations to develop integrated communications, sponsorship initiatives, and audience engagement strategies across national media brands.
- Directed communications initiatives across publishing and digital media properties reaching more than 10 million people daily.
- Led executive communications supporting Better Homes & Gardens and Parents TV.
- Coordinated cross-functional teams responsible for large-scale public-facing media initiatives.
- Produced executive reports, strategic communications, and organizational updates supporting leadership decision making.

Creative Services Producer and Art Director

CBS 2, WBBM-TV (Viacom Corp.)

2000 – 2006 | Chicago, IL

- Developed award-winning regional marketing campaigns in print and digital.
- Produced content and delivered data and analysis for mainstream News leaders, including Lester Holt, NBC's Nightly News and Jim Acosta, a CNN chief White House correspondent.
- Developed award-winning public communication campaigns across broadcast, print, and digital platforms.
- Produced messaging supporting community engagement and public information initiatives.
- Worked alongside newsroom leadership communicating complex events accurately for broad public audiences.
- Emmy Award recipient for creative excellence.

Achievements

- YouTube 750M+ views, 25M+ subscribers and fan growth, YouTube, Facebook / Instagram
- Chicago Tribune Award - *Take Another Look*
- Agency President's Award, McDonald's Monopoly Game, \$1 Million annual giveaway

Education

- Hope College, Holland, MI | B.A. Communications, Dual-Major, Mass Media Focus
 - Loyola University, Chicago, IL | Post-Baccalaureate, Mathematics and Science
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Skills

- Executive Communications
- Crisis Communications
- Public Information
- Community Engagement
- Government & Stakeholder Relations
- Media Relations
- Executive Presentations
- Policy Communication
- Organizational Communications
- Internal Communications
- Change Management Communications
- Tools & Platforms: Webflow, Wordpress, Adobe Creative Suite, Squarespace, Wix, Figma, GAM, UA
- Media Focus: Content Management, Audience Development, Programmatic Advertising
- Leadership: 8 - 12 person teams, P&L management accountability of \$20M annual revenue

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