**Elizabeth G. Knachel**Grayslake, IL • 847-769-2151 • elizabeth.knachel@gmail.com

**Professional Summary**

**Highly creative and self-driven communications professional with over 13 years of experience in marketing and strategic communications.** Demonstrated success in boosting audience engagement and driving financial growth through compelling, visually impactful content. Adept at collaborating across teams and partnering with senior leadership to craft powerful messaging that aligns with organizational goals and promotes products, services, technologies, and key initiatives through diverse creative channels.

**LinkedIn**

* [https://www.linkedin.com/in/elizabethknachel/](https://www.linkedin.com/in/elizabethgknachel/)

**Core Competencies**

Internal and External Communications • Strategic Communications • Content Management • Storytelling • UX Content Writer • Project Management • Editing • AP Style • B2B and B2C Marketing • Branding • Performance Metrics • Change Management Communications • Content creation for social media platforms (Facebook, Instagram, YouTube, TikTok) • Key Messages

**Design and Collaboration Tools**

Mural • Adobe Creative Suite • SharePoint • AI Based Tools • Canva • Constant Contact • MS Office Suite • Teams

**Experience**

**June 2022 – Present**

**Promotions | MainStreet Libertyville**

Managing key communication and B2C marketing content for numerous initiatives to raise money for MainStreet Libertyville, a nationally recognized and accredited volunteer-based non-profit organization that promotes the economic vitality of downtown Libertyville, Illinois.

* Generated ~$80K for the organization after coordinating two MainStreet Libertyville Twilight Shuffle 5K races attended by over 350 racers. Created posters, emails, and social media posts to push attendance for each race.
* Raised over $30K for the MainStreet Libertyville 35th year celebration Gala through a marketing campaign that included social media posts, digital posters, postcards, and email distribution.
* Boosted MainStreet Libertyville membership by 10% after the Giving Campaign communication strategy was launched through digital fliers, posters, social media, and postcards.

**July 2019 – December 2023**

**Associate Communications Manager | Allstate Insurance Company**

Led internal strategic B2B communication plans - executed over 100 Go-To-Market (GTM) communication launch plans for internal employees and customer-facing Allstate representatives (over 10K agencies and 50K independent agencies) to ensure operational readiness and preparedness for new products, changes, or company initiatives.

* Successfully owned, wrote, and managed intranet web content, including webpages, talk paths, FAQs, education materials, and articles used by over 10k agencies and staff.
* Designed and wrote content for *Telematics Today*, a monthly internal newsletter distributed to over 4K employees, including C-suite leadership, to inspire meaningful connections and highlight important updates to workstreams and the organization.
* Executed company-wide internal Specialty Product Line milestone celebration by pulling together multiple departments (Product, Marketing, Corporate Brand, Social Media, and Multi-Media) to unite employees. Work included video scripts, infographics, internal social posts, digital banners, posters, PowerPoint, and leadership messaging.
* Created and maintained SharePoint site, including digitalizing intake requests, launch timelines, plan briefs, key message strategy, analytics, and all UX content development.
* Managed strategic partnerships with other departments (sales and service operations, marketing, public relations, and digital/social media) to ensure adherence to Writing and Branding Guidelines for product launch awareness, messaging consistency, and appropriate use of communication and education materials.
* Formed a data analytics dashboard to understand better the team’s success measures and KPIs, including statistical measurement in various areas of responsibility, platforms, and closed-loop feedback reporting.

**May 2016 – July 2019**

**Assistant Marketing Brand Identity Manager | Allstate Insurance Company**

Established standards and guidelines for Allstate’s $6.3B Brand Identity Style Guide, in partnership with legal teams and creative agencies, used enterprise-wide for brand consistency.

* Saw a 33% user population increase after updating content on allstatebrandcentral.com, used across the enterprise by employees and creative agencies to gain access to brand assets and guidelines.
* Helped launch Allstate’s 2016 Visual Identity Style Guide, including a redesign of the Allstate Brand Central internal brand website, brand guidelines, colors, fonts, logo development, project management, and technical support comprising a total upgrade of over 800 assets.
* Executed creative branding solutions for time-sensitive, internal-facing events.

**December 2014 – May 2016**

**Marketing Specialist | Allstate Insurance Company**

Executed effective digital and print marketing strategies for the Allstate Foundation’s three pillars: Advance Racial Equity, End Domestic Violence (Purple Purse), Empower Youth (We Day).

* Raised more than $23K for the inaugural Purple Purse Walk in 2014, helping survivors of financial abuse.
* Developed marketing strategies with the Allstate Foundation initiatives nationwide through social media and television to increase awareness and engagement.

**April 2011 – December 2014**

**Web Content Manager | Allstate Insurance Company**

Managed the content strategy and submission process for Allstate’s intranet site used by over 10K agency owners.

* Created original UX content, redesigned web pages, proofread and edited submissions, and improved SEO optimization through tagging and keyword improvements.
* Helped grow interaction and readership by 18% through contests, gamification, content labeling, and action items.

**Education**

**Master of Arts in New Media Studies**

DePaul University, Chicago, IL

**Bachelor of Arts in English**

Purdue University, West Lafayette, IN