

KRISTIN KNISLEY

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PROFILE

Strategic communications and marketing professional with experience spanning executive communication, internal messaging, brand development, lead generation, journalism, and international media. Recognized for creating clarity, supporting senior leaders, and developing communications that strengthen trust, alignment, and culture across global teams.

EXPERIENCE

Lumen Technologies

Senior Lead Communications Manager (Jan. 2026–Present) Colorado, USA

Global Commercial Operations, Finance, Transformation Office

- Developed internal communication strategies supporting President, CFO, and COO, and teams across the U.S., Canada, Poland, India, and Argentina.
- Boosted engagement on Viva Engage (internal social media platform) by +35% in 90 days through refreshed content strategy, leader amplification, and improved posting structure.
- Delivered executive and organizational communications reaching 20,000+ employees, strengthening alignment during major transformation initiatives.
- Point of contact for all internal communication needs across global organizations.

Senior Lead Marketing Manager – B2B Lead Generation (2021–2026) Colorado, USA

- Rebuilt Quantum Fiber’s demand engine by overhauling lead capture, qualification, routing, and follow-up; introduced intent-based scoring, unified campaign architecture, and the organization’s first end-to-end funnel visibility framework.
- Delivered measurable performance gains in 90 days, including +42% lead quality, <1-hour follow-up, +18% conversion lift, and \$1.2M in marketing-sourced revenue, while reducing sales friction and improving process consistency.
- Launched and managed an outbound calling program securing high-quality leads.
- Chair, Women Empowered Employee Resource Group.

Senior Lead Marketing Manager – B2C Brand Awareness (2022–2024) Nebraska, USA

- Built and launched the Quantum Fiber brand from the ground up, defining the narrative, messaging framework, and multi-market campaign strategy; led national and local activation across paid digital, field marketing, and customer education channels.
- Drove rapid market traction, increasing brand recognition from 0% to 50%+ in six months, achieving NPS scores near 70, accelerating take rates, and contributing to Quantum Fiber’s role in Lumen’s \$6M sale to AT&T.

Senior Lead Marketing Manager – Customer Acquisition (Fiber Internet) (2019–2021) Nebraska, USA

- Led the creation of a new early-stage demand model for CenturyLink Fiber overbuild markets, launching hyper-local tactics (“First on Fiber” letter, 60% lift in open rates; “Sea of Green” field activation; Notify Me pre-launch funnel) that built full neighborhood pipelines ahead of turn-up and drove 75%+ initial penetration.
- Developed a hyperlocal field marketing campaign that repositioned CenturyLink Fiber as Boulder, Colorado’s modern, high-speed upgrade by developing localized creative, community activations, and a new narrative that increased brand recognition by 28%, grew customer penetration from 15.5% to 22.1%, and became the model for future market launches.
- Drafted product naming, pricing, promotions, and customer offers and created messaging playbooks to ensure consistency across all channels.

Lead Marketing Manager – Business Development (2018–2019) Nebraska, USA

- Supported field activation across 40+ markets, improving local awareness and early-stage demand for new fiber builds.
- Developed national “plug and play” playbook for Fiber Field Marketing, reducing campaign launch time by 15%.
- Managed a team of six Field Marketing Managers across all U.S. regions

Market Development Manager – Business Development (2018) Nebraska, USA

- Built lean marketing campaigns for 150+ MDU properties across 12 states and supported regional sales teams with strategy, materials, and deployment to increase lead flow and property penetration.

Program Manager (2015–2018) Omaha, USA

- Managed end-to-end Fiber to the Business (FTTB) program, overseeing 40+ projects across eight states, and coordinating construction timelines, permitting, and turn-ups.
- Coordinated large-scale fiber-optic overbuild projects, delivering 400+ miles of new fiber and supporting thousands of business and residential locations through construction and activation.
- Oversaw contractor teams and quality inspections.
- Managed budgets of \$1-\$5 million for multi-state fiber deployment programs.

Coordinator II (2013–2015) Nebraska, USA

- Managed fiber engineering and construction projects across eight states, coordinating 20-30 concurrent builds and supporting deliver of 100+ miles of new fiber.
- Supported VP Operations and engineering leadership with reporting and planning for five business units, improved project visibility and decision-making.

Power Engineering

Engineer I (Contracted to CenturyLink) (2013) Nebraska, USA

- Drafted 20+ fiber network designs support new builds, relocations, and customer turn-ups
- Supported engineering teams across three regions, ensuring timely updates to plant records.
- Improved order resolution process, reducing resolution time from one week to one day.

Netflix

Customer Service Supervisor (2011–2013) Oregon, USA

- Led a team of 25 customer service agents, coaching daily performance and supporting development during the transition from DVDs to streaming.
- Improved team performance from lowest to top-ranked within three months, increasing key metrics such as quality scores, handle time, and customer satisfaction by over 20%.

Starbucks

Shift Supervisor (2010–2011) California & Oregon, USA

- Increased Clover specialty coffee sales by 100% month-over-month, driving higher per-ticket revenue.
- Served an average of 120-150 customers per shift, maintaining high satisfaction and speed of service.
- Supervised shift teams and handled scheduling, cash management, and shift changeovers.

Gallup

Interviewer (2010) Nebraska, USA

- Achieved top-tier productivity and quality scores, doubling required interview completions and receiving *Team Member of the Month* in June 2010.

News Link

Corporate Journalist (2009–2010) Nebraska, USA

- Produced 50-100+ articles, profiles, and features across internal and external publications.
- Photographed and edited imagery for 10+ corporate publications.

Beatrice Daily Sun

Government & Features Reporter (2008–2009) Nebraska, USA

- Covered city council, county board, courts, and community features, producing 10–15 stories per week for a readership of 7,000+ and interviewing officials and residents to deliver clear, accessible reporting on local policy and community issues.

Race & Rent / Dallara Automobili

Sales & Marketing Representative (2008) Leibsch, Germany

- Supported Formula 3 racing teams across 5+ European countries (Germany France, Austria, Italy, U.K.) and Russia, managing parts sales, inventory, and trackside logistics for race weekends, and processing 15-20 urgent orders per event under high-pressure conditions.

EDUCATION

MBA — Wayne State University, USA; in progress

Bachelor of Journalism & Mass Communications — University of Nebraska–Lincoln, USA, 2008

LANGUAGES

English — Native

German — Conversational

CORE SKILLS

Executive communication; internal communication; leadership messaging; brand development; content strategy; lead generation; stakeholder management; cross-functional collaboration; editorial planning; campaign development.

DIGITAL SKILLS

Analytics (Power BI, Tableau, Adobe Analytics, Google Analytics) CRM & Comms (Salesforce, Poppulo, Viva Engage) Microsoft 365 (Teams, SharePoint, PowerPoint, Excel, Loop, Copilot, Power Automate) Content (WordPress, Canva, Clipchamp, Stream) Surveys (Qualtrics, SurveyMonkey) Workflow (Monday.com)

INTERESTS

Hiking, cycling, camping, writing, reading, and immersive travel.