

# Kneale Mann

Marketing and Media Strategist at YouIntegrate

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## Summary

Combining over 25 years of marketing and media experience to help you better utilize the benefits of all media, strategy and business development

I love to help people develop co-creative workspaces that are fun, engaging and make money.

I can help you with your business, marketing and media strategy as well as your personal and company branding.

Let's build fun engaging compelling awesome stuff and have fun doing it! Let's begin with a conversation.

## Specialties

Marketing and Promotion Assistance, Social Media Consultation, Strategic and Media Planning, Personal and Company Branding, Community Building, Product Launches, Talent Development, Customized Solutions

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## Experience

### **Marketing and Media Strategist at YouIntegrate**

2009 - Present (less than a year)

Combining over 25 years of marketing and media experience to help companies and individuals better understand and utilize the benefits of all media, strategy and business development.

Services Include:

Marketing and Promotion Assistance, Social Media Consultation, Strategic, Business and Media Planning, Project Management, Personal and Company Branding, Community Building and Customized Solutions

*3 recommendations available upon request*

### **Writer at One Mann's Opinion**

April 2008 - Present (1 year 5 months)

Regular online column covering communications, media, marketing, strategy and social media. It is ranked in the top 1% of all blogs in the world according to Technorati. [www.onemann.blogspot.com](http://www.onemann.blogspot.com)

### **Collaborator at Meetup Groups**

March 2008 - Present (1 year 6 months)

Business Professionals Alliance • Social Media Meetup Group  
Third Tuesday • Wired Wednesday • Marketing Meetup

### **Writer | Space Oddities at Toronto Sun**

May 2008 - December 2008 (8 months)

Newspaper and online column featuring space and how we use it.

### **Creative Consultant at RedFish Entertainment**

March 2008 - December 2008 (10 months)

Liased with team on various television and commercial projects.

### **Talent Coach and Programming Consultant at MannMedia**

January 2007 - February 2008 (1 year 2 months)

- Talent and Product development
- Promotion, Interactive and Marketing strategy
- Talent Boot Camp seminars
- Research projects
- CRTC applications

### **Program Director at CILV-FM Ottawa**

August 2005 - December 2006 (1 year 5 months)

- Oversaw launch of new radio station
- Managed programming department budget
- Oversaw all programming and music
- Directed all talent development
- Managed all promotional and interactive activity
- Regularly liased with the Sales department
- Established \$1 million/year talent initiative
- Helped launch station night club

### **Program Director at CJDV-FM Waterloo Region**

July 2003 - August 2005 (2 years 2 months)

- Oversaw launch of new radio station
- Hired all programming, marketing and production staff
- Managed programming department budget
- Directed internal and external marketing campaigns
- Regularly liased with the Sales department
- Initiated and managed all charity initiatives
- Managed all Interactive content and initiatives
- Directed call-out research and perceptual research projects
- Managed continuous staff coaching and collaboration
- Liased constantly with sales and promotion departments

## **Assistant Program Director and Music Director at CFNY-FM Toronto**

August 1995 - July 2003 (8 years)

- Oversaw all aspects of the music department
- Researched, wrote and hosted weekly New Rock Show
- Directed all specialty programming
- Liased with music companies all over North America
- Hosted Canadian and International syndicated radio specials
- Conducted over 250 artist interviews
- Oversaw website content
- Co-Produced CASBY Music Awards
- Executive Producer of annual EdgeFest concert

*1 recommendation available upon request*

## **Music Director and Announcer at CHTZ-FM St. Catharines**

August 1992 - August 1995 (3 years 1 month)

- Oversaw all music department operations.
- Managed music department budget
- Liased with all music and concert companies
- Oversaw all music-related promotional activity
- Co-Hosted weeknight magazine program

## **Programming and Announcer at CFNY-FM Toronto**

March 1985 - June 1992 (7 years 4 months)

- Hosted numerous speciality shows and specials
- Hosted various on-air shifts
- In charge of all specialty programming
- Liased with all music and concert companies
- Conducted over 500 artist interviews

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## Education

### **25 Years of Media and Marketing experience**

**Activities and Societies:** executive producer, program director, project manager, marketing and promotion director, events producer, creative writer, consultant, digital and database marketer, budget manager, talent coach, research coordinator

### **Eastwood Collegiate**

### **Humber College**

**Activities and Societies:** media and broadcasting studies, program director of college radio station

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## Honors and Awards

CFNY-FM Hall of Fame

Eleven time member Station of the Year

Canadian Music Week

Three time Programmer of the Year

Canadian Music Week

Programmer of the Year nomination

Radio & Records | Album Network | Gavin Report

Judge: Juno Music Awards | CASBY Music Awards

## Interests

music, people, writing, golf, cooking, coaching, reading, driving, hockey

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## 4 people have recommended Kneale

"Kneale is a rare combination of thinker/doer, someone who is so full of good ideas, so hard-working and passionate about what he does that you are instantly enthralled. He combines traditional media strategy and new media thinking, and treats every business problem as if it were his own. Kneale is collaborative, smart and thoughtful. And, oh, by the way. He will most assuredly make you laugh."

— **Lisa Hickey**, *Creative director, art director, copywriter, social media strategist, entrepreneur, teacher, poet, Creative*, was with another company when working with Kneale at YouIntegrate

"Kneale and I spent years slugging it out in the music industry and finally re-connected through the power of Social Media. Once Kneale got the itch, he just dive right on in. It's amazing to watch him progress and I do love reading his Blog."

— **Mitch Joel**, *Partner, Distort Entertainment*, was with another company when working with Kneale at CFNY-FM Toronto

"Kneale brings a great amount of energy and enthusiasm to any project. His intense curiosity combined with his active creative nature makes him a powerful partner for project development. Kneale has that rare combination of brilliance and sense of humor, and utilizes both effortlessly when working together. He's an idea guy with a knack for implementation. I'd highly recommend him if you are interested in gaining new and valuable perspectives, and want to participate in new and bold ideas."

— **Charrise McCrorey**, *Founder/Certified Business Coach, Emergence Business Coaching, LLC*, was with another company when working with Kneale at YouIntegrate

"Kneale always amazed me with his drive to get incredible results for the station, combined with his desire to ensure that his staff had fun while doing it! Kneale is a fair, reasonable manager who was easy to talk to. I always enjoyed working with Kneale."

— **Laura Kavanagh**, *Director, Human Resources, Corus Entertainment*, was a consultant or contractor to Kneale at CJDV-FM (DAVE-FM/Kitchener)

[Contact Kneale on LinkedIn](#)