Christine Knauer

1st

Freelance Writer

Kansas City, Missouri Area | Aviation & Aerospace

Current Knauer Creative Studios, AEA Avionics News

Previous The Avion Group, KCI News

Education Central Missouri State University

Send a message

216 connections

https://www.linkedin.com/in/christineknauer

Contact Info

Background

Summary

Specialties: I write marketing, advertising and editorial for a variety of organizations, including aviation businesses, not-for-profits, giftware/greeting card companies and senior living communities.

My clients have included leading aviation companies such as Textron Aviation, Textron Systems, Beechcraft, Cessna, Honeywell, Elliott Aviation, StandardAero, as well as aviation software company Component Control and aviation e-commerce StockMarket.aero.

In addition to being a contributing writer for Avionics News, I have written aviation and technology articles for King Air Magazine, Twin & Turbine, AutoPilot, American Bonanza Society Magazine, POPA Magazine, Hawker Beechcraft's InFormation, IFAPA New Technology Journal, and other industry publications.

Experience

Freelance Writer

Knauer Creative Studios

September 1997 – Present (19 years 2 months)

Write marketing and advertising copy, including B2B and D2C (digital and social media, websites, direct mail, brochures, product catalogs, print, radio and TV).

Write editorial copy, from feel-good marketing newsletters to feature articles and technology-driven stories for industry magazines.

Work with art directors and account services to craft creative campaigns; manage individual projects from start to finish; and interview community and business leaders for editorial and marketing content.

> Emotional, award-winning copy

> Incredibly high response rates

> Effective, dynamic brand voice development

> International, national and local clients

> Specialize in translating complex ideas and technical data into actionable, consumer-friendly marketing

1 recommendation

Matt Loehrer
Senior AD, Illustrator, Screen Printer & Artist

Christine and I worked together on one of my first projects at Zillner, and I was immediately impressed by her organization and approach. What I love most about working with her is the sense of clarity she brings to a project—she identifies what's... View

Contributing Writer
AEA Avionics News
1997 – Present (19 years)

Write monthly member profiles and feature stories for the Aircraft Electronics Association's magazine, Avionics News.

Marketing Coordinator/Copywriter
The Avion Group
June 1995 – September 1997 (2 years 4 months)

Write marketing, editorial and public relations copy for aviation-related manufacturers and businesses.

Editor
KCI News
1993 – June 1995 (2 years)

Write and edit articles focused on the local community and the Kansas City International Airport.

Skills

Top Skills

- 10 Newsletters
- 8 Editing
- 8 Advertising
- 8 Marketing
- 7 Marketing Communications
- 5 Direct Mail
- 5 Public Relations
- 4 Copywriting
- 4 Marketing Strategy
- 4 Art Direction

Christine also knows about...

- 4 Media Relations
- 3 Feature Articles
- 3 Leadership
- 2 Aviation
- 2 Storytelling
- 1 General Aviation
- 1 Aircraft
- 1 Avionics
- 1 Press Releases
- 1 Business-to-Business...
- Consumer Marketing
- Business to Business
- Magazine Articles

Catalogs + Technology + See 15+

Education

Central Missouri State University
Master of Science, Aviation Safety
1990 – 1992

Master's degree program included transportation safety, flight training and ground school.

Lindenwood College
Bachelor of Science, Mass Communication, Public Relations
1985 – 1989

Bachelor's program included training in marketing, advertising, public relations, radio and video.

Additional Info

- **Interests**

Science, technology, snowboarding, yoga, biking