JORDAN CONNER

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SUMMARY

Results-driven marketing leader with 8+ years of people leadership experience managing and coaching global teams of up to 9 full time employees, contractors, and ownership of agency relationships. Comfortable managing complex projects, and aligning marketing efforts with overarching business objectives to deliver measurable results. Recognized for the ability to build brand visibility, optimize operational efficiencies, and drive digital transformation.

AWARDS & RECOGNITIONS

- IMCA Best in Show for digital campaign (collegestudentinsurance.com)
- IMCA People's Choice
- Abbott Emerging Leader Program

PROFESSIONAL EXPERIENCE

Abbott – *Plymouth, MN*
SR. Manager Global MarCom – Structural Heart
01/2025 – Present

- Lead compliant omnichannel marketing planning and execution to accelerate brand growth and customer engagement.
- Direct agency partnerships and cross-functional collaboration to deliver impactful campaigns and content.
- Advance brand visibility through integrated communications, promotional programs, and industry engagement.

Abbott – *Austin,TX*
SR. Manager Digital and Growth Marketing - Electrophysiology
10/2023 – 01/2025

- Led global digital and growth marketing strategy, accelerating digital transformation for the Electrophysiology business.
- Directed omnichannel campaigns across social, digital, and customer engagement channels to drive demand and brand growth.
- Implemented data-driven lead generation strategies that increased qualified pipeline and commercial impact.
- Owned social media strategy and governance, elevating brand authority and engagement within the cardiovascular market

Group Manager, Global Marcom & Growth Marketing - Electrophysiology
01/2022 – 10/2023

- Lead a 9 person multi-disciplinary team of communication and digital marketers delivering omnichannel campaigns that generated new business opportunities in mid-market and large accounts, resulting in significant revenue growth through strategic cross-functional collaboration.
- Leveraged sophisticated marketing tech stack to optimize lead nurturing processes, driving operational efficiencies and enhancing effectiveness of growth marketing initiatives.
- Launched AFibLife™, patient-focused health app across multiple countries, educating and empowering patients in their healthcare journey and improving patient engagement metrics.
- Addressed operational inefficiencies, implementing process improvements that streamlined marketing operations and enhanced overall team productivity.
- Managed annual operating and capital budget for Global MarCom, achieving or exceeding ROI targets through strategic allocation and financial oversight.

CORE COMPETENCIES

- Full Cycle Digital Marketing
- Omni-Channel Campaign Strategy
- Data-Driven Growth Marketing
- Lead Generation & MQL Optimization
- Marketing Technology Integration
- SEO & Organic Traffic Optimization
- Brand & Value Position Development
- Content Marketing
- Audience Segmentation
- Automation & CRM Management
- Performance & ROI Optimization
- Mergers & Acquisitions Marketing
- Global Market Expansion
- Digital Transformation & Innovation
- Cross-Functional Team Collaboration

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Arts, Communication
University of Tennessee | 2011

- *Graduated with Honors*

Digital Marketing Bootcamp
Northwestern MEDILL | 2023

Emerging Leader Program
Abbott Executive Training | 2023

Clinical Selling with AI
Abbot Sales Training | 2025

CERTIFICATIONS

Google Analytics Certified

Google Webmaster Tools Certified

MEMBERSHIPS & ORGANIZATIONS

- Granting Committee, Dell Children's Trust
- Chairperson, Recruitment & Retention - Abbott Early Career Network
- Collegiate Athlete, Golf
- Eagle Scout

PROFESSIONAL EXPERIENCE

The Conner Group | Consulting Services – *Austin, TX*
Lead Consultant & Managing Partner, 01/2021 – 03/2023

- Directed application of data-driven consulting methodologies, integrating financial reports, business goals, and deep market research to develop end-to-end strategies for clients. Managed a or portfolio of 30+ specialists.
- Leveraged market forecasting models and industry insights to deliver actionable business plans for startup and established businesses alike.

Key clients:

- Led business development and corporate communications efforts for **biotech startup Core-DX** (core-dx.com), establishing foundational strategies. Two full time contractors and 3 agencies made up my activation team.
- Spearheaded marketing initiatives for customer acquisition at **insurance startup NDAMember** (ndamember.com), achieving measurable increases in customer base through targeted campaigns and strategic outreach.
- Provided strategic marketing advisory services to **TMV Business Group** (tmvbusinessgroup.com), driving acquisition through innovative approaches.
- Head of Growth, managing 15 people including marketing, commercial, and creative specialists to deliver lead gen and conversion of accredited investors. Personally delivered for **Equi,** $10M in new business. Led detailed market research to develop tailored campaigns and segmentations.
- Led development of new 4 person marketing team at **One Drop**, crafting omni-channel campaigns and ABM strategies that boosted qualified opportunities by 27%. Conducted branding workshops to refine market positioning and implemented new reporting systems that aligned sales and marketing.

Arthur J. Gallagher & Co, – *Rolling Meadows, IL*
Regional Marketing Director, 06/2017 – 12/2020

- Managed a team of 3 delivering end-to-end marketing strategy and execution for three regional sales presidents.
- Owned technical and digital agency contracts and a multi-million dollar ad budget
- Played key role in Mergers & Acquisition group, leading omni-channel marketing efforts to prospect new agencies for acquisition and post-M&A brand integration.
- Collaborated with Corporate and Regional leadership to activate high-impact marketing partnerships with Chicago Cubs and San Diego Padres.

United Airlines – *Chicago, IL*
Manager, eCommerce - SEO, 12/2015 – 05/2017

- Led SEO practice with 2 direct reports, achieving 3% increase in revenue ($60MM) from organic search traffic on united.com over 16 months through strategic optimization efforts.
- Played key role in United App redesign and Polaris brand launch, contributing to enhanced user experience and brand positioning that drove business impact.
- Spearheaded market "recapture initiative" by partnering with SaaS platforms and technology partners, resulting in creation of over 10,000 new product landing pages in 7 languages, generating $35MM in new revenue in first two years and additional $3.5MM in incremental year-over-year revenue.

ADDITIONAL WORK EXPERIENCE

Additional **five years in digital marketing and professional sports**. Achievements include optimizing digital marketing strategies for B2B brokerage partners at CME Group, leading to successful launch of new social media channels for Futures and Options education, and ensuring compliance with financial sector regulations. Managed agency relationships for digital and paid search channels, while conducting technical SEO audits to enhance website performance. Additionally, built and grew personal brand as professional golfer, securing sponsorships and competing in high-pressure tournaments, including PGA qualifiers and U.S. Open events.

SOFT SKILLS

- Motivational Leadership
- Sound Decision-Making
- Great Communication & Active Listening
- Analytical & Critical Thinking
- Complex Problem-Solving
- Time Management & Organization
- Highly Adaptable & Resilient
- Emotional Intelligence
- Relationship Building & Nurturing

REFERENCES

Available upon request