JORDAN CONNER

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PROFESSIONAL SUMMARY

Leader in the Digital Marketing, Digital Transformation space. My experience includes working with rapid growth startups and Fortune 500 companies across various industries, such as technology, healthcare, and finance. I have also collaborated with NGOs and non-profits to drive social impact.

SKILLS

Digital Transformation | Digital Marketing | Marketing Analytics | Marketing Operations | Account Base Marketing (ABM) | Marketing Automation | Search Engine Optimization | Social Media Marketing | Brand and Product Marketing

EXPERIENCE

SR. MANAGER DIGITAL & GROWTH MARKETING, Austin, TX

Abbott, October 2023-Present

- Lead the global digital marketing strategy and transformation for the Electrophysiology business of the Medical Device division.
- Execute omnichannel campaigns to increase market awareness of our EP products.
- Nurture existing business through content marketing.
- Generate new MQLs for incremental business opportunity.
- Act as the business SME for EP social media and deliver content in support of campaigns for our Cardiovascular Twitter, YouTube, and LinkedIn channels.

GROUP MANAGER, GLOBAL MARCOM & GROWTH MARKETING, Austin, TX

Abbott, January 2022-October 2023

- Drive new mid-market and large account business opportunity through omni-channel campaigns and cross-functional team alignment.
- Utilize a diverse marketing tech stack for lead nurturing and operational efficiencies.
- Launch a multi-country, patient focused health app, AFibLife™ to educate and empower patients in their health journey.
- Identified operational process inefficiencies to recommend necessary improvements.
- Administered annual operating and capital budget to meet or exceed ROI for MarCom

CO-FOUNDER, MANAGING PARTNER, Austin, TX

The Conner Group, January 2021-March 2023

- Manage the application of a data driven consulting approach through financial reports, business goals, and the use of deep market research and forecasting models to develop an end-to-end strategies
- Head of Business Development & Corporate Communications to a biotech startup (core-dx.com)
- Served as Head of Marketing for customer acquisition of an insurance start-up (ndamember.com)
- Marketing advisor for Austin base business broker TMV Business Group (tmvbusinessgroup.com

HEAD OF DEMAND GENERATION, Austin, TX

Equi, September 2021-December 2021

- Create new omni-channel, full-funnel strategies to convert interest into $10M new closed won business.
- Established KPIs and tracked progress against them on an ongoing basis utilizing analytics platforms such as Google Analytics and MixPanel.
- Performed market research and analysis to identify target audiences, create segmentation models, and develop campaigns for each segment.
- Developed and implemented transformative strategies to increase lead generation and customer acquisition.

SR. GROWTH MARKETING MANAGER, Austin, TX

One Drop, March 2021-September 2021

- Selected to lead a new, marketing team in Enterprise Solutions (B2B).
- Developed and instituted new omni-channel campaigns and ABM strategies resulting in 27% increase of qualified opportunity in the first three months.
- Led branding and value proposition workshops for the B2B vertical and direct to consumer brand.
- Created new reporting and operations to aligned sales and marketing, ROAS, forecast, and open opportunity.
- Worked closely with sales team for closed loop marketing function.

REGIONAL MARKETING DIRECTOR, Rolling Meadows, IL

Arthur J. Gallagher & Co, June 2017-December 2020

- Provide end-to-end marketing strategy and execution supporting three regional sales presidents.
- Core team member of the Mergers & Acquisition group with omni-channel marketing to prospect new agencies to acquire.
- Lead post M&A partner brand integration.
- Support Corporate and Regional leadership to activate marketing for brand partners with the Chicago Cubs and San Diego Padres.
- Transformed legacy products like www.collegestudentinsurance.com into modern, digital forward offerings.

MANAGER, ECOMMERCE - SEO, Chicago, IL

United Airlines, December 2015-May 2017

- Led the SEO practice within the eCommerce division.
- Grew revenue on united.com from organic search traffic by 3% ($60MM) in 16 months.
- Core team member of the United App redesign and relaunch.
- Core team member of the Polaris brand launch.
- Lead the market "recapture initiative" by partnering with new SaaS platform and technology partners.
- Delivered +10,000 new product landing pages in 7 languages leading to new revenue channels resulting in $35MM in revenue the first two years. Additional $3.5MM incremental year-over-year.

SEARCH ENGINE OPTIMIZATION SPECIALIST, Chicago, IL

CME Group, June 2012-November 2015

- Search specialist on the digital marketing team.
- Concentrated in B2B, digital marketing focusing on brokerage partners.
- Cultivated and managed agency relationships for digital marketing and a paid search channels.
- Launched new social media channels for Futures and Options education.
- Ensured compliance with all applicable laws and governance related to digital marketing activities in the financial sector.
- Performed technical SEO audits, including analyzing website architecture and navigation, meta tags, robots.txt files, sitemaps and more.

TOUR PLAYER, Palm Springs, CA

Tour Golf Professional, January 2010-June 2012

- Built, grew, and managed personal brand, marketing and sponsorship development.
- Competed on the Golden State and Gateway Professional Tours including the Srixon Open and Roel Open.
- Competed in PGA Monday qualifiers for the Waste Management Open and Reno Tahoe Open.
- Competed in 2 U.S. Open Qualifiers.
- Maintained a professional attitude while competing in high-pressure situations.

EDUCATION

GRADUATED WITH HONORS, B.A IN COMMUNICATION

University of Tennessee, 2011

DIGITAL MARKETING BOOTCAMP, Chicago

Northwestern MEDILL, October 2023

Relevant Coursework

Executive Education

EMERGING LEADER PROGRAM, Chicago

Abbott Executive Training , August 2023

CERTIFICATIONS

- Google Analytics Certified | Google Webmaster Tools Certified

REFERENCES

References available upon request

ADDITIONAL INFORMATION

Collegiate Athlete, Golf
New Father
Eagle Scout
Outdoor Enthusiast
Passionate Cook

AWARDS

- IMCA Best in Show for a digital campaign (collegestudentinsurance.com)
- IMCA Peoples Choice