





JORDAN CONNER

 831-917-2232

 jconner181@gmail.com

 Austin, TX 78753

 <https://www.connerdigital.com>

 <https://www.linkedin.com/in/jordanconner1/>

CAREER OBJECTIVE

SENIOR MARKETING DIRECTOR

Accomplished marketing professional with extensive experience in end-to-end marketing, management, and execution to achieve higher levels of organic growth through ABM, digital marketing, sales enablement and customer acquisition. Highly skilled in digital marketing, customer acquisition, and demand generation.

EXPERIENCE

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

Abbott, January 2022–Present

- Manage a global team of 15 managers and specialists to drive a unified, global messaging strategy.
- Drive new mid-market and large account business opportunity by aligning product development, marcom and down stream sales teams for a full funnel customer journey.
- 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.
- Managed multiple projects simultaneously while maintaining quality standards throughout process.
- 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 multi-channel, full-funnel strategies to convert interest into \$10M new closed won business.
- Managed a growing team of FTE marketers and contractors.
- Established KPIs and tracked progress against them on an ongoing basis utilizing analytics platforms such as Google Analytics or MixPanel.

- Performed market research and analysis to identify target audiences, create segmentation models, and develop campaigns for each segment.
- Managed the development of multi-channel marketing campaigns across email, social media, webinars, podcasts.
- Developed and implemented innovative 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 ABM strategies and campaigns resulting in 60+ MQLs and \$2.3MM of qualified, open opportunity in the first three months.
- Led branding and value proposition workshops to formally create both in the B2B vertical for the historically, direct to consumer brand.
- Created new reporting and operations to aligned sales and marketing, ROAS, forecast and open opportunity.
- Worked closely with sales team to ensure alignment between product offerings and customer needs.

REGIONAL MARKETING DIRECTOR, Rolling Meadows, IL

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

- Data driven, ABM marketing driving organic growth for two B2B regions through new and innovative marketing.
- Provide end-to-end marketing strategy and execution supporting three regional sales presidents.
- Key support role to the mergers and acquisition group with marketing for prospecting and acquiring agencies in the \$3-\$5MM revenue range.
- 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.
- Spearheaded strategic marketing initiatives to create brand recognition and increase market share.
- Developed and implemented regional marketing strategies to drive customer acquisition and retention.

NATIONAL MARKETING LEAD, Rolling Meadows, IL

Arthur J. Gallagher & Co, May 2019–July 2020

- Selected to lead a new, national division with over 100 field and account personnel.
- Led brand awareness and new business growth strategy for \$30MM national book of business.
- Marketing owner to transition and defend market position of newly acquired agencies/brands in excess of \$3MM book of business.
- Assisted in developing innovative ideas for increasing customer engagement through new technologies.
- Led brainstorming sessions with team members to generate innovative ideas for campaigns.
- Collaborated with sales team to identify target markets and develop effective campaigns.

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.
- Secured new technology opening up new revenue channels resulting in \$35MM in revenue the first two years and \$3.5MM incremental year-over-year
- Formulated strategic plans that aligned with long-term business objectives while taking budgetary constraints into consideration.

- Successfully completed complex projects on time while maintaining high-quality standards, showcasing strong project management abilities by delivering 12,000 new product landing pages in six months.
- Maintained frequent interaction with senior management to measure goal achievement and determine areas of improvement.

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 budget in excess of \$1MM annually
- Launched and managed new social media channels for Futures and Options education.
- Ensured compliance with all applicable laws and regulations related to digital marketing activities.
- 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

BACHELOR OF ARTS IN COMMUNICATION, COMMUNICATION

METHODS - WITH HONORS, Knoxville, TN University of Tennessee

SKILLS

Customer Acquisition Strategies

Account Base Marketing (ABM)

Brand And Product Marketing

Marketing Analytics

Marketing Automation

Digital Marketing

Search Engine Optimization Practices

Team Member Development

Website Management

Social Media Digital Marketing

Strategic Positioning

CERTIFICATIONS

- Google Analytics Certified | Google Webmaster Tools Certified

REFERENCES

References available upon request

ADDITIONAL INFORMATION

HONORS AND AWARDS Eagle Scout Collegiate Athlete, Golf , Best of Show for College Student Insurance, IMCA 2019
SAMMY Award for College Student Insurance, IMCA 2019

AWARDS

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