

Connor Meadows

Strategy & Communications

Contact



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Education

The University of Alabama
Tuscaloosa, AL | 2005 – 2009

Bachelor of Arts in Communications

Major: Advertising

Minor: Computer Science

Member of the Alpha Omicron Pi Sorority

Member of the Capstone Advertising Federation

Universität Innsbruck
International Study Abroad Program
Innsbruck, Austria | Summer 2007

Skills & Tools

- Market & User Research
- Strategic Frameworks
- Digital Strategy
- Brand Planning
- Estimating & Planning
- Project Management
- Stakeholder Interviews
- Discovery Research & Definition
- Persona Gathering
- User Experience (UX) Strategy
- Customer Journey Use Cases
- Information Architecture
- Marketing Analytics
- Channel Strategy
- Email Marketing & Automation Tactics
- Site Mapping
- Search Engine Optimization (SEO) Strategy
- Google Analytics 360
- Adobe Creative Cloud
- Google Products
- OmniGraffle Pro
- InVision
- Sketch
- Figma
- GatherContent
- BugHerd
- Craft
- WordPress
- Drupal
- Umbraco
- Magento Enterprise
- Shopify

Profile

Strategist and creative thinker with an entrepreneurial mindset and the ability to question conventions. Passionate about exploring human behavior and cultures to discover insights and shape ideas that translate business strategy into stories and user experiences. Strong digital skills and experience in various functional areas: business management, marketing analytics, communications and content strategy, customer journeys, and community management.

Experience

Bohan

VP, Digital Experience

Nashville, TN | April 2022 – November 2022

As the VP of Digital Experience, I managed and oversaw all digital strategic efforts for agency clients and new business, including digital brand and business strategy, innovation, website and user experience strategy. I supervised, developed and mentored the Bohan Digital Experience team in partnership with the directors of each service area.

- Built a team of experts that produces award-winning digital work.
- Provided training, counsel and direction for the Digital Experience department.
- Assessed organizational performance and develop achievable goals by implementing processes that improve our digital capabilities, bandwidth and projects.
- Originated digital strategy briefs and visioning decks that clearly direct and powerfully inspire digital strategic and creative solutions for clients.
- Oversaw and worked closely with the Digital Producer(s) to maintain project structure, implement workflows and execution.
- Developed digital project scopes, including taking business requirements and turning them into content strategy (e.g., wireframes, functional spec documents and project plans), managed the development process to minimize scope creep and ensure on-time, on-budget delivery.
- Interacted and co-led UX workshops and brainstorming sessions of project planning to understand the client's overall business objectives and strategies and how each digital element fits into the overall business strategy.
- Responsible for creating the digital strategic framework based on research drawn from identifying the problems, insights and opportunities from a consumer-focused mindset.
- Led the Discovery Process and was the point person within the discovery phase of a project. Led all discovery interviews, requested necessary data and material, and reported on all findings for the team.
- Managed the client relationship from approval to launch by conducting calls, attending meetings, monitoring and escalating project risks, soliciting client feedback, making modifications to deliverables and processes in partnership with the Account Team to ensure client satisfaction.
- Led a digital cross-agency team among creative development and technical implementation ensuring the usability of all solutions developed.
- Identified assets needed; worked with account / production teams and clients to secure information and assets needed for successful execution of digital work.
- Supported the advancement of best practices, standards and development documentation.

Bohan

Digital Account Director

September 2019 - Promoted in April 2022

- Co-managed a multi-million-dollar account and provides strategic initiatives/ thinking.
- Acted as agency lead on cross-agency integrated marketing programs by participating in multi-agency briefs and work sessions, contributing to the planning process, defining interactive tactics within programs/campaigns, and creating campaign plans.

Interests



Traveling



Technology



Outdoors



Salem
& Oliver



Friends
& Family



Music
Shows

Client Experience

Hanes, CSX, Dollar General, Auntie Anne's, Pep Boys, BlueCross BlueShield of Tennessee, Puttery, Drive Shack, Hard Rock Hotel & Casino, Cherokee Nation Entertainment, Asheville Convention and Visitors Bureau, Ivanka Trump Fine Jewelry, Whitetail Properties, USA Health System, Abeka Book Publishing, Shoe Station, Columbus Regional Health, Syracuse University, Alabama State Port Authority and many more.

Experience Continued

- Originated strategy briefs and visioning decks that clearly direct and powerfully inspire outstanding strategic and creative solutions.
- Supervised, developed and mentored the account management team which includes providing training, overseeing and conducting performance reviews, resolving issues, rotating staff, and providing salary recommendations.
- Consistently taught agency and industry best practices to others.

Lewis Communications Senior Digital Strategist

Nashville, TN | June 2014 – September 2019

- Responsible for creating the strategic framework based on research drawn from identifying problems, pulling insights and unveiling opportunities.
- Enhanced user experiences by conducting user research through in-person interviews and surveys; running experiments and prototyping experiences in close collaboration with designers.
- Identified the needs and goals for each project and recommended the opportunities to pursue in order to incorporate digital into every client campaign.
- Identified and communicated brand improvements and needs based on analytics, data points, insights and research.
- Projected and executed strategic user flows and customer journeys to drive the user to the end goal.
- Determined brand awareness uplifts by marketing campaigns through quantitative consumer research studies.
- Generated insights into customer journeys and on-site user behavior based on web tracking data and analytics.
- Evaluated specific marketing assets through focus-group interviews.
- Strong understanding of SEO and content improvements in order to execute organic search results.
- Responsible for managing all digital project timelines, scope of works, budgets and proposals, and assigning tasks for all team members.
- Managed internal workflows and multi-team and department bandwidth.
- Coordinated a cross-functional team for creative development and technical implementation of all projects.

Mullen

Digital Producer

Winston-Salem, NC | January 2013 – June 2014

- Responsible for the daily management and development of all interactive projects from inception to completion.
- Managed the development and production of interactive marketing and digital projects, including: Websites, Mobile Sites, Social Platforms, Gaming Platforms, Display Advertising and Emails.
- Responsible for managing the project timeline, scope of work, budget and assigning tasks for all team members.
- Coordinated a cross-functional team for creative development and technical implementation of all digital projects.
- Managed team resources, defined priorities and aligned schedules internally and externally.
- Acted as a liaison and main point of contact between creative, technical, account, and third-party vendors.
- Controlled all workflows and secured all necessary approvals.
- Created and monitored schedules and budgets to ensure timely, quality and cost-effective program execution.

Red Square Agency

Interactive Producer

Mobile, AL | November 2010 – January 2013

- Administered all digital jobs including websites, mobile sites, social media campaigns, custom Facebook tabs, display ads and e-blasts.
- Directed development and design for all website projects.
- Managed and maintained content for eight casino and hotel websites.

Ivanka Trump Fine Jewelry

Accessories and Fashion Public Relations Intern

New York, NY | 2010