

Jennifer O'Connor

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Accomplished marketing leader with extensive brand, creative, and digital experience. Possesses a passion for corporate storytelling with a deep background in building world-class programs that drive value, relevance, and differentiation. A strong believer in data to make clear and objective business decisions. Highly collaborative with a proven ability to partner with cross-functional stakeholders at all levels to achieve objectives. An inspiring and energetic leader with experience building, nurturing, and motivating high performing teams through empowerment and engagement.

Corporate Brand Strategy | Digital Marketing | Creative/Design Management

EXPERIENCE

TIPALTI | February 2022 – Present

Head of Global Brand, Creative, Content, and Web

Provide strategic direction for global brand and content strategy for a unicorn, high-growth startup. Oversee the brand and design team, content marketing team, and web team. Provide sustainable strategies for awareness building campaigns, content creation, web strategies, and collaborate across product, demand gen, and communications teams to develop plans that support a consistent customer journey.

- Defined and expanded the Tipalti brand strategy (brand architecture, positioning, value prop, messaging framework) and created a large-scale brand awareness campaign to launch early 2023.
- Executed first Brand Tracking survey for Tipalti.
- Redesigned high-intent [web pages](#) with new design and messaging.
- Implemented a project management tool (Asana) to manage workflow and requests.

AUTOMATION ANYWHERE | January 2020 – May 2020

Head of Global Marketing

Managed global brand, content strategy, social media, digital advertising, SEO/SEM, analytics, events, and the [web site](#) for the RPA (Robotic Process Automation) Training and Certification business unit.

- Refined the Automation Anywhere University brand by updating the website, user personas, messaging platforms, and value proposition.
- Created a social media influencer program that raised the SOV from 10% to 53% within three months.
- Developed a Professional Development Scholarship Program for professionals impacted by COVID-19 looking to enhance their career in automation.

MCKESSON | February 2013 – December 2019

Vice President, Digital Marketing

Directed the Corporate Center of Excellence (CoE) consisting of brand, customer experience, content strategy, social media, SEO/SEM, marketing automation, data and analytics, and web operations. Created and implemented integrated digital marketing strategies and programs to create awareness and drive demand. Managed the corporate brand ensuring a consistent and effective customer experience across all digital touchpoints. Provided brand and digital best practices, insights, and governance across various departments and business units. Created a positive and passionate team culture.

- Increased followers on LinkedIn 18% year-over-year.
- Improved [mckesson.com](#) task completion rate 40% year-over-year.
- Migrated 13 different microsites to the main domain, providing an improved customer experience, consistent messaging, and increased page views by 105%.

MCKESSON (CONTINUED)**Sr. Director, Strategic Marketing and Web Operations**

Managed the annual planning and collaboration with Corporate Marketing and business unit marketing leaders to develop aligned, shared fiscal year goals that delivered measurable business impact. Accomplished program objectives by planning and evaluating activities through the execution of operational marketing plans with clear milestones and metrics. Managed the mckesson.com platform and technology roadmap.

- [2017 Web Award for Outstanding Achievement](#) in Web Development/Navigation and User Path Enhancement.

Director, Digital Marketing

Led digital strategy and partnered with business unit marketing teams to build brand awareness, drive demand, and generate leads online. Managed a CoE team of digital marketers who consulted and guided the business units regarding customer experience, search engine optimization, analytics, and marketing automation. Developed the technology roadmap for mckesson.com, digital strategy, and continuing education program for the business unit marketing partners.

- Drove the digital transformation of [mckesson.com](#), redesigning the site with a new information architecture, updated design, mobile enabled, and fully optimized for search engines. Within the first year there was a 30% increase in page views, a 20% increase in mobile traffic, and a 50% increase in organic traffic with a 38% decrease in bounce rate.

Creative Director

Directed the creative vision and strategic messaging for a Fortune 7 company. Led a team of designers, writers, and video production to bring to life the McKesson brand story of "Better Health" through digital and traditional channels. Ensured all output was on brand and consistent throughout each medium. Created guidelines, templates, and tools for greater brand alignment.

- Piloted an innovative thought-leadership healthcare event series [The Better Health Tour](#) in three US cities. Led the messaging, creative look and feel, and meeting logistics. Across the three events, the net promoter score was 9.1 and generated local and national media coverage which drove significant engagement across digital and social channels.
- Created visual identity and brand for joint venture company [Commonwell Health Alliance](#).
- Produced the [McKesson brand story video](#) for promotional use.
- Managed creative and production for McKesson's National Sales Conference.

SYMANTEC | April 1996 – September 2012

Progressive career managing global brand strategy, design, content, advertising, and web strategies to support corporate and business unit programs. Managed in-house teams that included video, design, content, and SEO/SEM as well as outside advertising and media agencies. Worked closely with key stakeholders, including regional teams, analytics, and research to ensure alignment and data-driven decisions.

- Developed brand integration strategy for Veritas acquisition (\$13.5B) resulting in \$30M brand-level advertising campaign, increasing Symantec brand awareness by 15% within first three months of launch.
- Built a focused, prioritized SEO program, increasing content visibility online by 53%.
- Developed new brand strategy and identity for Symantec, Norton, and .Cloud brands.
- Created product naming architecture and guidelines for Symantec's 200+ products.

Titles held:

- Sr. Director, Digital Marketing
- Director, Global Brand and Advertising
- Sr. Manager, Global Brand Management
- Manager, Global Brand Management
- Design Manager, Consumer Products
- Senior Graphic Designer

EDUCATION

Valparaiso University

Bachelor of Arts in Communication and Design with a Minor in Art