Tim Cannon

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Product innovator that is passionate about creating disruptive technology offerings that produce engaging products, increase revenues and provide competitive advantages. Focused on leveraging user centered design to take the best ideas and build great products.

Core Proficiencies			
PRODUCT	**TECHNOLOGY**	**MARKETING/DESIGN**	**PROFESSIONAL**
Expertise: Agile, Scrum, UX, User Experience, Product Design, Usability, Design Thinking, User Stories, Prototyping **Tools:** Asana, UXPin, Adobe XD, JIRA	**Expertise:** HTML, Javascript, CSS, Bootstrap, Azure, SQL, IIS **Tools:** SQL Reporting Tool, Salesforce, Bullhorn, Visual Studio, Azure Dev Ops	**Expertise:** SEO, Paid Search, Email Marketing, Social Media Marketing, Lead Generation, Brand Development **Tools:** Google Analytics, Google Tag Manager, Adobe Analytics, Adobe DTM, Google Adwords, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Adobe After Effects	Strategic Planning, Customer Experience Management, Creative Thinking & Problem Solving, Innovation & Digital Transformation, P&L Management

WORK EXPERIENCE

DVP, Innovation & Product | Jackson & Coker *(a Jackson Healthcare company)*
March 2017 – July 2019
New role focused on developing companies' innovation strategy and creating disruptive software that delivered world-class user experiences.

- Led the ten-member development & product team in creating an online, mobile-focused workforce platform application.
- Delivered workforce platform MVP in less than 6 months utilizing agile development methodology. Exceeded customer adoption and engagement goals by 60% within the first year.
- Created the companies first strategic digital transformation plan to integrate innovation within multiple departments. Implemented human-centered design workshops to drive adoption of the new plan.
- Headed a process automation project that improved operational efficiency for a specific role by 30%.
- Designed interactive prototypes and devised intuitive user experiences for mobile and desktop.
- Managed all aspects of the product strategy, vision, launch, roadmap, and agile/scrum development process.

VP, Product Management & Marketing | HealthITJobs.com *(a Jackson Healthcare company)*
February 2012 – February 2017
Oversaw all aspects of HealthITJobs.com, one of the leading job boards and career sites in the health IT industry. This included all product development & design, strategy, and marketing.

- Implemented responsive website design and native iPhone and Android apps from the ground up to launch in 10 months.
- Decreased startup cost of platform by 30%. Achieved this by personally creating all mockups/prototypes, requirements, front end coding and managed a team of 7 contractors located in multiple global locations.
- Created and executed an internet marketing strategy to grow the platform into the largest health IT career site with 30,000+ members. Implemented SEO optimization, paid search campaigns & email marketing automation.

- Implemented Adobe SiteCatalyst and Google Analytics web/mobile analytics platform. This included defining all requirements, testing, and validation of 75+ custom metrics for the website and 2 native mobile applications.
- Created and managed the content marketing strategy which included survey data, industry research, HealthITJobs.com blog, and PR outreach. Achieved primary objective of building brand recognition within our industry and acquiring inbound links for SEO from authoritative outlets (Mashable, Fast Company, Wired, etc.).

VP, Internet Strategy | Healthcare Staffing Technologies *(a Jackson Healthcare company)*
October 2010 – February 2012
Created the product and marketing strategy for multiple web properties in the healthcare staffing space that achieved over $15,000,000 in revenue. Managed seven-person product & marketing team that focused on enhancing product features and executing strategies to grow traffic and revenue utilizing SEO, PPC, web analytics, email and content marketing. Responsible for the marketing budget, P&L, & setting KPI's for measurement.

- Oversaw the team and strategy for taking a small, niche website in the medical device sales space from a little over $1,000,000 in revenue to over $5,000,000 within three years.
- Grew two web properties in the healthcare staffing space into lead generation sites that drove over $10,000,000 in revenue.

Director, Search Marketing & Analytics | Jackson Healthcare
November 2005 – October 2010
Created an internal, corporate agency/department to provide search engine marketing (SEO & PPC) and web analytics to 10 different internal divisions/companies. Managed 5 direct reports and a budget of over $2,000,000.

- Managed all client relations, including monthly project/performance meetings with key stakeholders and company executives.
- Developed and created strategies to drive natural search traffic and paid search performance. Responsible for maintaining/increasing revenue from organic & paid search which ranged from $15,000,000-$20,000,000 annually.
- Implemented Omniture (Adobe SiteCatalyst) for all Jackson Healthcare web properties. Created business requirements and all technical aspects of the projects which included over 100 custom tracking metrics.
- Developed a search marketing and Omniture (Adobe SiteCatalyst) training program for client's marketing and sales departments that ensured best practices were implemented effectively.

Internet Marketing Manager | Jackson Healthcare
November 2004 – November 2005
Created, implemented and managed all Internet marketing initiatives for the Jackson Healthcare family of companies. This included every aspect of internet marketing for eight companies and fifteen different websites.

Senior SEO Technologist | 360i
7/2003 – 11/2004

- Technical lead on key accounts team which included: Universal Studios, Careerbuilder.com, E-Loan & Microsoft
- Analyze and solve technical issues related to dynamic databases and back-end systems regarding search engine optimization. This included getting dynamic database content indexed and ranked in the major search engines.

EDUCATION
University of Georgia **|** Sociology
University of Alabama, Birmingham **|** Computer Science