

Conner Meek

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PROFESSIONAL EXPERIENCE

Google

New York, NY

Account Strategist, Multichannel Advertising

March 2022 — Present

- Act as a trusted advisor, building relationships with high-value advertising clients by uncovering their core business objectives and managing a client portfolio valued at approximately \$300 million in annual revenue carrying across industries, including apparel, technology, food & beverage, and consumer goods and business models, such as B2C, DTC, Subscription, and B2B
- Analyze industry trends, consumer behavior data, and competitive insights to conduct Quarterly Business Reviews for our end clients and marketing agency stakeholders to align Google solutions with business objectives
- Organize cross-functional internal stakeholders such as product, UX, analytics, and technical support to test, evaluate, implement, and iterate product solutions, with the goal of delivering positive and sustainable results for Google partners

Salesforce Inc.

New York, NY

Enterprise Business Development

December 2020 — February 2022

- Managed engagement strategy for a book of multiple Fortune 500 clients across a variety of industries including media, communications, technology, automotive, entertainment, athletics, and retail
- Collaborated with internal and external stakeholders to evaluate business objectives, qualify partnership opportunities, and progress sales initiatives, resulting in the creation of \$7.5 million in active sales opportunities and 152% attainment in sales opportunity generation
- Analyzed performance and third-party data such as utilization rates and “propensity to buy” forecasts to establish client-specific marketing strategies focused on product education, performance improvement, and solution implementation
- Exemplified leadership through individual performance and by promoting the success of others, resulting in being named Team Lead and Head New-Hire Mentor

Uber Technologies Inc.

Chicago, IL

Strategic Account Manager, Uber Eats

March 2020 — December 2020

- Piloted the early life cycle account management program for over 40 strategic accounts consisting of high-value restaurant brands, generating approximately \$2.5 million in gross bookings monthly
- Utilized analytics tools such as Tableau to develop data visualizations, thus aiding partner success by enabling product education, operational consultation, performance reviews, and strategy recommendations
- Consistently met and surpassed growth targets, with an average of 23% growth in gross bookings month-over-month, and placed in the top 30% of account managers in Q2 and Q3 in new product sales, client retention, and marketing deals closed

Special Projects Manager, Incubate and Scale

October 2019 — March 2020

- Mapped out the client experience for alcohol delivery by collaborating with operations, product, and sales divisions to develop processes for account management to utilize during the pilot phase and by designing a post-pilot scaling strategy
- Extracted qualitative and quantitative data from customer support tickets to build and analyze a holistic view of product defects and isolate root causes to provide solutions for scaling alcohol delivery across the US and Canada

Account Executive, Uber Eats

September 2019

Account Representative, Uber Eats

April 2018 — August 2019

- Developed and executed go-to-market strategies for Uber Eats launch markets across the US and Canada by planning localized launch goals, prospecting valuable accounts, and solidifying partnerships with high-value brands
- Designed the sales strategy and sales trainings for Project Basecamp, an experiment on the pricing model of Uber Eats using AB testing to determine which iteration of sales tactic most positively impacts sales and marketplace performance

Mariner Wealth Advisors

San Diego, CA

Associate

May 2017— April 2018

- Designed and prepared customized comprehensive financial plans and portfolios for existing and prospective clients
- Analyzed client data such as investment portfolios to provide an in-depth understanding of their current financial state in order to implement strategic plans that improve and maximize portfolio returns

State Street Corporation

Kansas City, MO

Client Service Specialist

September 2016 — April 2017

- Supported a large, fortune 500 client's investment teams on high-risk asset servicing functions by conducting research using internal and external sources to respond to and resolve complex inquiries
- Monitored and developed service processes and reports, and proactively detected issues in daily operations for the client

EDUCATION

Pratt Institute

Master of Science in Information Experience Design

New York, NY

August 2023 - Present

University of Kansas

Bachelor of Science in Finance

Lawrence, KS

May 2016

SKILLS & ACHIEVEMENTS

- SQL Essentials Certification
- Google Analytics Certification
- HTML
- CSS
- Java