

# Roc Johnson

207 Plyersmill Road

Cary, NC 27519

901 628 7763

[roc@rocjohnson.com](mailto:roc@rocjohnson.com)

[www.rocjohnson.com](http://www.rocjohnson.com)

## QUALIFICATIONS:

A web and marketing professional with 20+ years of experience delivering strategic and innovative digital marketing solutions with 10+ years of experience building and leading engineering and multi-disciplinary teams in the healthcare industry. Expert in digital design, development and strategy for mobile, tablet and desktop as well as leading local and remote teams to success with large-scale web and product implementations.

- Work with and lead local, remote and offshore teams driving large-scale enterprise websites, digital marketing campaigns and product implementations for large healthcare systems
- Experience leading Patient Portal and Online Services Initiatives as Director of Web Services for Methodist Le Bonheur Healthcare
- Adept at leading multiple teams on complex projects using multiple tech stacks and Content Management Systems
- In depth experience working with Agile and Kanban building Enterprise websites and products for healthcare
- Expertise leading digital marketing, social media strategy, SEO and SEM initiatives for healthcare

## PROFESSIONAL EXPERIENCE:

### **Mar 2017-Present, Manager, Web Engineering, Healthgrades.com**

Lead a team of Web Engineers involved in both product development and client delivery of Enterprise and Campaign solutions leveraging Healthgrades' suite of products to deliver highly unique and targeted digital experiences.

- EPE and client delivery tech stack include Drupal 7 & 8 for CMS, PHP, MySQL, jQuery and Vue on Pantheon
- HGMD tech stack includes .NET, Angular, React and Bootstrap on AWS
- Other development tools include Git, Composer, Drush and Lando

- Implemented Scrum and Agile development practices including the adoption of Jira and Confluence
- Worked closely with Project Managers, Designers and Content teams to improve process for more effective delivery
- Identified team skillsets to more efficiently divide work between Front-end Development, Back-end Development and DevOps
- Award-winning Enterprise websites include MelroseWakefield Healthcare ([www.melrosewakefield.org](http://www.melrosewakefield.org)), Southcoast Health ([www.southcoast.org](http://www.southcoast.org)), UPMC Susquehanna ([www.susquehannahealth.org](http://www.susquehannahealth.org)), Andrews Sports Medicine & Orthopaedic Center ([www.andrewssportsmedicine.com](http://www.andrewssportsmedicine.com)) and Tampa General Hospital ([www.tgh.org](http://www.tgh.org))

#### **Jan 2016-Mar 2017, Principal, RocJohnson.com**

Returned to RocJohnson.com as Principal with expertise in web strategy, mobile/tablet strategy, social media strategy, website design and development, mobile app design and development, mobile web design and development, responsive web design, mobile first, content strategy, UI/UX, SEO and SEM.

- Web and Mobile strategy, development and execution
- Digital Product strategy and development
- Built a custom, mobile first CMS and Sales DAM using .NET, AngularJS and MS SQL for Brother International
- Built the educational interactive Discovering Farmland using HTML5 and CSS3 for animation and interactivity
- Clients included Brother International, Discovery Channel's Discovery Education, National Geographic Channel, Alegion, Tronix and Browsium

#### **Nov 2008-Dec 2015, Director of Web Services, Methodist Le Bonheur Healthcare**

Served as Director of Web Services for a large healthcare system to develop Web, Mobile/Tablet and Social Media Strategies for organization-wide web initiatives.

- Developed web, mobile and social media strategies leading the Web Steering and Web Advisory Committees
- Launched pilot of beacon and geofencing technologies in January 2015
- Worked with COO to develop and integrate the myMethodist Health & Wellness program into our mobile apps to promote wellness in the community
- Among the first healthcare systems in the nation to launch Mobile First and Responsive Design websites

- Led Content Strategy projects for both external and internal websites improving the patient online experience
- Launched multiple incremental redesigns of external websites including MethodistHealth.org, LeBonheur.org and MethodistMD.org
- Among the first healthcare systems in the nation to be chosen by Google for their Indoor Maps project
- Launched Consumer Engagement Patient Portal for system-wide online services
- Implemented Online Bill Pay with revenue of exceeding \$15 mil since July 2012
- Led the design and development of our mobile app for iOS and Android
- Implemented real-time ER Wait Times on MethodistHealth.org, mobile web, our mobile app and Facebook
- Established \$100,000 in yearly savings by migrating to an open source Content Management System and open source internal productivity tools
- Developed web and video strategies for Physician Alignment and Physician Profile initiatives
- Reorganized and managed strong in-house web team including Web Designers, Web Developers, Web Editors and Web Coordinator
- Developed SEO and SEM strategies for external websites
- Led Innovation Team with focus on open data, interoperability and improved online patient experience
- Member of the Patient Portal Steering Committee

#### **Nov 2004-Nov 2008, Principal, RocJohnson.com**

Served as Principal and lead Web Developer and Web Designer for successful Memphis virtual interactive agency.

- Designed and developed web sites, Flash interactives, Flash games and web applications for national, international, regional and local clients
- Built and sold custom Content Management Systems in .NET, PHP and Flash
- Generated \$250,000 in revenue for both 2006 and 2007
- Clients included The World Bank, National Geographic, The Smithsonian's National Museum of Natural History, Ocean Conservancy, FedEx, Smith & Nephew, Hilton Worldwide, DC.gov, IRS.gov, The Discovery Channel, Food Network and HGTV

#### **Mar 2004-Nov 2004, Director of Interactive, archer>malmo advertising**

Served as Director of Interactive for the most broadly awarded full-service advertising agency in the southeast region.

- Led the implementation of a new strategic initiative for the agency's interactive department
- Restructured the interactive team to strengthen internal web development skills
- Cut outdated projects with little to no ROI

**Mar 2003-Mar 2004, Managing Partner, Johnson/Graber, LLC**

Served as Managing Partner as well as lead Web Designer and Web Developer for the small Memphis interactive, advertising and brand strategy agency.

- Led the creation and growth of Johnson/Graber into a successful, award-winning interactive agency
- Led interactive design and development projects to successful completion for clients including Fortune 500 companies as well as prominent local, regional and national companies

**Feb 2001-Mar 2003, Principal, internet<dot>design**

Served as Principal and sole-proprietor as well as lead Web Designer and Web Developer for internet<dot>design.

- Led interactive design and development projects to successful completion for clients including Fortune 500 companies
- Partnered with many local and regional advertising agencies to develop interactive solutions for their clients

**Apr 1999-Feb 2001, Chief Web Developer/Designer, Sossaman + Associates**

Served as both Chief Web Developer and Web Designer for Memphis advertising agency Sossaman + Associates.

- Led the Web team as Chief Web Developer/Designer
- Designed and developed award-winning web sites and interactives for many of the advertising agency's clients
- Created direction for the web team and implemented the team's web process

**Jan 1997-Apr 1999, Senior Design Technologist, Towery Publishing, Inc.**

Served as Senior Design Technologist, Web Designer and Web Producer for Towery Publishing, Inc.

- Led the web department in merging Towery's design and technology skills to create Web sites with award-winning design combined with cutting-edge technology
- Brought all Towery books to the web in a dynamic and easy-to-maintain Web site

#### **Jan 1995-Jan 1997, Web Designer, Internet Marketing Consultants, LLC**

Served as Web Designer and HTML Coder for one of the first Memphis web design agencies.

- Launched some of the first websites in the Memphis area
- Coded first generation websites using early technologies such as HTML 2.0, frames, and JavaScript for Netscape 2.0
- Coded websites for first generation web browsers including Netscape 2.0 and Internet Explorer 2.0

#### **ACCOMPLISHMENTS:**

- Presented "The Rise of Mobile Web" at the 2013 Annual Healthcare Internet Conference
- Presented "Impactful Usability" at the 2011 Annual Healthcare Internet Conference
- Awarded Best of Show and two Gold ADDY awards at the Memphis Ad Fed ADDY Awards for the Flash-based Web site for The Lofts Memphis
- Awarded a Gold ADDY at the Memphis Ad Fed ADDY Awards for the design and development of the Flash-based game "Dress Rocky" for the Memphis Redbirds
- Awarded Judges' Special Award and a Gold ADDY at the Memphis Ad Fed ADDY Awards for the Flash-based Web site for Allen Hoshall
- Chosen to speak on "Using Web Technology to Enhance Brand Positioning" at the ITEC Conference in Memphis, TN

#### **ASSOCIATIONS:**

Member of Methodist Le Bonheur Healthcare's Associate Partners' Council for improving the patient experience

#### **EDUCATION:**

**San Francisco State University, San Francisco, CA, Fall 1995**

Multimedia Studies Program

**University of Memphis, Memphis, TN, 1989-1994**

Bachelor of Arts, major in Music Business

*References Available Upon Request. Please visit [www.RocJohnson.com](http://www.RocJohnson.com) to view portfolio of work.*