

MEGHAN CHANNON

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Operations, Communications, and AI-Built Tooling for Founder-Led Organizations

PROFESSIONAL EXPERIENCE

AUG 2022 –
PRESENT

Anderson Center for Hair

Alpharetta, GA

Business Development

- Shapes the demand side of Dr. Ken Anderson's award-winning hair restoration practice via brand positioning, educational content marketing, executive ghostwriting, patient experience design, and process automation.
- Generated enough demand to fill the consult pipeline with 2,677 consultations in the last 24 months (106% of the internal benchmark) and supported the sales team in converting demand into utilization: surgical-day fill rates have increased from 52% to 83%, cases per operating day rose 22%, and multi-case days have more than tripled for a combined total of 3,150+ surgeries over the last nine years.
- Directs, films, and edits the practice's YouTube channel featuring patient journeys, testimonials, surgical procedure overviews, and patient education.
- Uses Claude to build and ship custom internal tools and dashboards, like [this kanban board](#) to track in-progress video production, [this map](#) of all 27 Georgia hair restoration providers in a competitive market view, and a video [watch page report](#) and generator that outputs a [video hub + watch pages](#) for our website to continually maximize the SEO value of our YouTube content.
- Used ChatGPT in 2023 to write an offline Python, PowerShell, and Photoshop pipeline to process a backlog of 500+ patients' HIPAA-protected before & after photos, where everything stayed local and never touched an AI model.

JUN 2020 –
AUG 2022

Special Projects Manager

- Designed and deployed the structure, logistics, and collateral for Dr. Anderson's American Academy of Hair Restoration Surgery ([AAHRS](#)) surgeon-training program including asynchronous LMS coursework, augmented and virtual reality experiences, and in-person sessions at the Anderson Center for Hair surgical center.

JAN 2019 –
JUN 2020

Technical Resource Solutions

Woodstock, GA

Marketing Manager

- Managed a cross-functional team of five (digital marketing, web administration, copywriting) from ideation through launch of a B2B2C subscription marketing service, authoring the team's workflows and SOPs, then took the service to a base of 300+ established customers.
- Piloted the service with Anderson Center for Hair, designing the content marketing strategy that would become the backbone of the practice's growth engine for the years that followed.

DEC 2016 –
JAN 2019

Anderson Center for Hair

Alpharetta, GA

Patient Education, Trichologist

- Facilitated patient education consultations that doubled as the practice's sales function, guiding 1,000+ patients through hair loss evaluations and surgical decisions under the direction of Dr. Ken Anderson.
- Created conference teaching materials, print collateral, branding, and ephemera for onsite events.

JUN 2016 –
NOV 2016

Adventure

Navigator

Continental United States

- Circumnavigated the U.S. in a Tacoma with a rooftop tent, traveling more than 12,000 miles total.

EARLIER CAREER

OCT 2015 –
JAN 2020

ampuTeez Launch Partner (now defunct): launched a mission-driven apparel brand serving the amputee and limb-different community, with automated order fulfillment via a US-made, sweatshop-free supply chain, printed in a minority-owned artist co-op. (Check it out: @ampuTeez)

JUL 2014 –
OCT 2015

Liaison Technologies HR Manager: consolidated three disparate systems into a single HRIS, and owned payroll oversight, workforce analytics, and annual performance and succession cycles for 500+ employees.

MAR 2013 –
JUL 2014

Korn Ferry Senior Associate, Executive Search: Executed global and regional searches across technology, healthcare, and industrial sectors, contributing to 16 placements and over \$2.2M in fees.

JAN 2008 –
MAR 2013

McKesson Corporation Senior Program Manager, Talent Management & OD; Project Manager; Contracts Administrator: Coordinated the Women in Leadership program for 30 high-potential executives (87% earned top leadership ratings in subsequent performance reviews); Expanded the LEAP 1 Program for high-potential college hires to a corporate-wide offering, iterating through LEAP 2-6 with 175 additional participants and spawning the “LEAP Beyond” program; Project-managed 13 R&D engineers who'd never been PM'd before; built a virtual server provisioning tool (by hand, in an excel spreadsheet) that recovered more than \$270K in billable hours in its first fiscal year; Cleared a 90-day backlog of open contracts within the first 90 days and delivered the first full data center maintenance audit and contract consolidation by month 10.

TOOLS & CAPABILITIES

- **AI-assisted building**, including Claude (daily driver), ChatGPT, Gemini, and Adobe Firefly, in addition to Python data pipelines, PowerShell automation, deterministic build systems, and privacy-conscious AI workflow design for regulated data.
- **Graphic design, multimedia, and presentation tools**, including Adobe's Photoshop, Premiere Pro, After Effects, InDesign, Animate, and Acrobat, in addition to Affinity, Insta360 Studio, and Prezi.
- **Web design and development**, including HTML, CSS, JavaScript, React, Cloudflare Pages, and WordPress.
- **Microsoft Office Suite** and collaboration tools, including Excel, Visio, PowerPoint, OneNote, Outlook, Project, Word, Teams, SharePoint, Power Automate (Flow), Publisher, and OneDrive, as well as **Google Services**, including Maps, Business Profile, Street View, Drive, Docs, Sheets, and Slides.
- **Social media management tools**, including Hootsuite, Buffer, Sprout Social, and Later, in addition to **social media platforms**, including Facebook, Instagram, LinkedIn, and X (Twitter), among others.
- **Augmented reality and immersive capture**, including the Zappar platform, a basic understanding of ARKit and ARCore, 360° virtual tours, and FPV video drone footage (studying for the Part 107 license).

EDUCATION

2007

The University of Georgia Bachelor of Business Administration, Marketing

2008

Georgia Institute of Technology Certificate, Business Acumen (with McKesson's LEAP Program)