

## Profile

Strategic leader with 25+ years of experience in digital innovation, now pivoting into the intersection of AI and healthcare transformation. Proven success driving multi-million-dollar growth for Fortune 1000 companies through data-informed strategies, marketing automation, and emerging technologies. Passionate about applying AI to solve real-world problems, particularly in patient experience, healthcare delivery, and digital care tools. Lifelong learner with certifications from Wharton, Google, IBM,...

## EDUCATION & CERTIFICATIONS

### Journalism & Public Relations | B.S. University of Maryland

**The Wharton School**  
AI for Business Specialization

**Google Cloud**  
Generative AI Fundamentals, AI Essentials, Prompting

**Google Cloud**  
Digital Transformation with AI/ML

**Google Cloud**  
Generative AI for Healthcare

**IBM**  
AI for Executives

**Johns Hopkins University**  
Data Science Foundations (in progress)

## PROFESSIONAL EXPERIENCE

🏠 2001 - 2024 📍 SARASOTA, FL

### President Zephoria Inc.

- Delivered \$250M+ in new client revenue through integrated digital strategies.
- Developed and led in-house AI-curious teams for Fortune 1000 clients.
- Spearheaded SEO and paid campaigns for healthcare clients, increasing traffic and awareness by 40%.
- Designed dashboards (Google Analytics, HubSpot, Tableau) to align digital insights with KPIs.
- Launched 12+ brands across healthcare, higher ed, and travel sectors.

🏠 2000 - 2001 📍 ROCHESTER, NY

### Director of Strategic Alliances LogicalSolutions.net

- Formed digital partnerships generating \$2.5M in new revenue.
- Led SEO-first engagements focused on healthcare and nonprofit sectors.

🏠 1998 - 2000 📍 WASHINGTON, DC

### Vice President of Marketing eBridge2000 / Contemporary Technologies

# Dan Noyes

## Personal Information

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## CORE SKILLS

### ~ AI & DATA ANALYTICS

Generative AI



Prompt Engineering



Google Cloud AI



Data Storytelling



Healthcare Use Cases



### ~ MARKETING & STRATEGY

Marketing Automation



Brand Development



Funnel Optimization



Multichannel Campaigns



### ~ LEADERSHIP

Cross-Functional Team Leadership



Executive Communication



Stakeholder Engagement



Client-Centered Innovation



## PROFESSIONAL EXPERIENCE

- Directed early digital transformation strategies.
- Website recognized by Adobe and USA Today for design excellence.

🏠 1995 - 1998 📍 COLUMBIA, SC

### Director of Sales & Marketing MKP Interactive

- Implemented e-commerce solutions to expand customer acquisition and sales growth.

🏠 1990 - 1995 📍 WASHINGTON, DC

### Sales & Marketing CorporatePress

- Developed print-to-digital marketing solutions and viral campaigns.

🏠 1987 - 1990 📍 WASHINGTON, DC

### Public Relations NAACOG

- Led national PR campaigns and press coordination for a leading healthcare association.

## PROJECT HIGHLIGHTS

### Emma: AI Support Agent for Chronic Care Patients

- Developed a GPT-powered support agent based on Mayo Clinic PRC methodology.

### Healthcare AI Integration (Personal Case Study)

- Used AI tools to synthesize symptoms and support collaboration with Mayo Clinic providers.

## TECHNOLOGY TOOLS

### - TECHNOLOGY TOOLS

Vertex AI



Google Cloud



ChatGPT



Gemini AI Studio



Google Analytics



SEMrush



Ahrefs



Canva

