

COREY LAWRENCE

[LinkedIn](#)[GitHub](#)[Email](#)[Portfolio](#)[\(828\) 773-2391](#)

SUMMARY

Technology and marketing leader with a Computer Science degree and ten years of growth focused marketing experience. I design and deliver web platforms, AI driven workflows, and analytics that support real revenue goals. I have led a marketing department, owned platform rebuilds for B2B companies, and built the automation and data layers that sit between content, CRM, and reporting. Strong at translating business needs into technical plans and shipping reliable systems at a steady pace.

KEY SKILLS

- **Leadership and Planning:** Roadmap creation, stakeholder alignment, marketing leadership, growth strategy
- **Marketing and Growth Systems:** SEO, structured data, answer engine optimization, CRM workflows, analytics
- **Engineering and Architecture:** Web Design, JavaScript, React, Node.js, Animations, Custom CMS, CI pipelines
- **Cross Functional Work:** Partnering with marketing, product, founders, and executives to shape platforms

PROFESSIONAL EXPERIENCE

Full-Stack Developer | Inceed – Contract | Remote

Mar 2025 to Present

- Lead the rebuild of a commercial real estate platform, owning architecture across CMS, front end, and deployment.
- Define project structure, release cycles, and priorities with founders and executives.
- Built a structured content system that generates clean metadata, improves SEO, and simplifies maintenance.
- Delivered advanced front end interactions with JavaScript and GSAP to support a smooth, responsive experience.
- Manage hosting, build pipelines, and performance targets for speed and reliability.

Frontend Engineer | Phonelo AI | Remote

May 2024 to Jan 2025

- Built a React UI for an AI transcription product with synced audio/text playback and accessible controls.
- Implemented interactive transitions, managed real-time state, and tuned responsiveness across breakpoints.
- Partnered with product and content to align UX with conversion and retention goals.

Head of Marketing | Highland International | Boone, NC

Oct 2012 to May 2020

Head of Marketing (2017 – 2020)

- Led the full marketing function across web, SEO, campaigns, brand, and sales support.
- Grew organic search traffic by 300 percent through technical SEO and structured content improvements.
- Directed the company website migration from HTTP to HTTPS, improving security and rankings.
- Managed brand voice, product marketing, and multi-channel campaigns aligned with leadership goals.

Marketing Manager (2014 – 2016)

- Managed Google Ads and other paid channels, doubling qualified leads through testing and optimization.
- Oversaw redesign of product labels, visual identity, and marketing materials.

Marketing Specialist (2012 – 2014)

- Produced email campaigns, blog content, and social updates.
- Handled product photography and print collateral for sales and advertising.

EDUCATION

B.S., Computer Science

High Point University

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