COREY LAWRENCE

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PROFESSIONAL SUMMARY

Experienced writer and frontend developer with a strong background in SEO strategy, UX writing, and data-informed content creation. Known for turning complex technical concepts into clear, structured messaging that aligns with business goals. Comfortable working across teams, digging into data, and crafting content that resonates on landing pages, blogs, and marketing campaigns.

KEY SKILLS

- **Content & Messaging:** SEO strategy, blog writing, web copy, ads, landing pages, CTA optimization
- **Technical Fluency:** HTML, CSS, JavaScript, Git, REST APIs, CMS integration
- **SEO & Analytics:** Keyword strategy, metadata, performance tracking, Google Analytics
- **Content Strategy:** Messaging architecture, audience-specific writing, A/B testing
- **Cross-Functional Collaboration:** Worked closely with product, engineering, marketing, and analytics teams
- **Tools & Platforms:** WordPress, Sanity, Adobe Creative Suite, GitHub
- **Bonus Familiarity:** CRM integration, user behavior tracking, SQL, fraud/risk language exposure

PROFESSIONAL EXPERIENCE

Full-Stack Developer | Inceed – Contract | Remote   **Mar 2025 to Present**

- Rebuilt Ashton Gray's (Realestate) site from scratch using a modular static stack with Eleventy and Sanity
- Hand-coded a responsive frontend using HTML, CSS, JavaScript, and GSAP-based animations
- Built a Sanity CMS structure to manage pages, properties, bios, media, and global site settings
- Connected CMS content to dynamic Nunjucks templates for maintainable page rendering
- Developed a custom Node script for fetching CMS data, caching images, and triggering builds
- Set up GitHub Actions for fast CI/CD deployment on every content change
- Prioritized SEO, caching, and image optimization to improve load time and search visibility

Frontend Engineer | Phonelo AI | Remote   **May 2024 to Jan 2025**

- Developed a React-based UI for an AI transcription tool with synced audio and text playback
- Built interactive transitions, animations, and real-time state management across components
- Focused on accessibility, responsiveness, and performance across all breakpoints and browsers
- Worked cross-functionally to convert product goals into reliable, user-friendly features

Marketing Specialist | Highland International | Boone, NC   **Oct 2012 to May 2020**

- Rebuilt and managed the corporate website, tripling organic traffic through SEO and UX updates
- Wrote and structured site content via WordPress; handled keywords, metadata, and blog updates
- Designed landing pages, email campaigns, and visuals for lead generation and brand messaging
- Used Google Analytics to monitor behavior and shape content around real user engagement

EDUCATION

B.S., Computer Science   High Point University