

COREY LAWRENCE

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

KEY SKILLS

- **Frontend Development:** HTML5, CSS3, JavaScript, TypeScript, React, responsive design, accessibility (WCAG)
- **Performance:** Code-splitting, rendering optimization, CI/CD with GitHub Actions
- **Collaboration:** Partnering with product managers, backend engineers, and cross-functional stakeholders
- **Web Optimization:** SEO, AI Optimization, structured data, analytics (Google Analytics, Search Console)
- **Frameworks & Tools:** GSAP animations, Git/GitHub Actions, CI/CD pipelines

PROFESSIONAL EXPERIENCE

Full-Stack Developer | Inceed – Contract | Remote

Mar 2025 to Present

- Leading rebuild of enterprise real estate platform on a headless CMS with dynamic content pipelines.
- Designed structured content architecture to optimize search visibility and AI readiness.
- Built front-end interfaces with modern JavaScript and GSAP for responsive, interactive user experiences.
- Managed hosting, deployment, and architecture with a focus on scalability and performance.
- Collaborated with executives, IT, and marketing to ensure platform aligned with business goals.

Frontend Engineer | Phonelo AI | Remote

May 2024 to Jan 2025

- Developed React-based UI with TypeScript for an AI transcription platform.
- Built accessible, responsive interfaces with real-time audio/text syncing and role-based features.
- Conducted full web redesign to improve usability and engagement across devices.
- Reduced First Contentful Paint **from 3s to under 1s** through code-splitting and performance optimizations.

Marketing Specialist → Head of Marketing | Boone, NC

Oct 2012 to May 2020

Head of Marketing (2017 – 2020)

- Owned multiple products across their lifecycle, from research and positioning to launch and adoption.
- Designed labels, packaging, brochures, and digital assets that defined product identity in the market.
- Directed web and campaign strategy that increased visibility, **growing monthly visitors from 2,000 to 6,000+**.
- Lead a web redesign focusing on SEO which **increased online revenue from \$50K to \$250K** annually.

Marketing Manager (2014 – 2016)

- Managed campaigns for several product lines, aligning print and digital marketing with business goals.
- Developed and executed targeted campaigns that **doubled qualified leads** and significantly boosted sales pipeline.
- Oversaw packaging redesigns and collateral updates that positioned products to compete with national brands.
- Strengthened distributor and customer relationships by delivering consistent, high-quality support materials.

Marketing Specialist (2012 – 2014)

- Supported product teams with campaign execution, content creation, and web updates.
- Produced product photography and collateral that strengthened customer-facing engagement.
- Assisted with research and analytics to track performance and guide future product rollouts.

EDUCATION

B.S., Computer Science

High Point University

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