

CORIE MEREDITH

VP OF MARKETING

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[LinkedIn](#)

Marketing leader who builds the systems, teams, and campaigns that drive measurable revenue growth. Currently VP of Marketing at UMortgage, where I lead an 8-person team spanning marketing, recruiting, and sales enablement, owning the full customer lifecycle from acquisition through retention. Track record of translating brand vision into operational execution: building marketing teams from the ground up, architecting recruiting and sales funnels, and turning campaigns into behavior change. Equally comfortable in the strategy room and in the weeds.

EXPERTISE

GROWTH & DEMAND GEN

Lifecycle Marketing

Paid Social & Performance

Funnel Optimization

B2B Recruiting Campaigns

MARKETING OPS & MARTECH

Salesforce / Marketing Cloud

Marketing Automation

Data Analysis & Reporting

CRM & Audience Strategy

BRAND & CREATIVE

Brand Strategy & Architecture

Creative Direction

Content Strategy

Campaign Development

LEADERSHIP

Team Building & Mentorship

Cross-Functional Partnership

Executive Communication

Budget & Capacity Management

EXPERIENCE

UMORTGAGE | PHILADELPHIA, PA

VP of Marketing

2021 - PRESENT

July 2023 - Present

Marketing Strategy

- Lead marketing strategy and execution for a national mortgage company that funded \$2.58B in production in 2025, owning brand, demand generation, lifecycle marketing, creative, and marketing operations
- Built lifecycle marketing programs delivering email engagement at 2x industry benchmarks (55-67% open rates, up to 20%+ CTR), driving 963 past-client reactivations in Q1 alone, and contributing \$2M+ in attributable funded volume
- Designed and led a month-long sales activation competition that drove 35,833 tracked sales activities in 30 days (30% of all-time platform activity), 86% participation among competing reps, and a single-day activity record 120% above the previous high
- Architected a B2B recruiting funnel generating more than 3,300 leads across paid social, outbound, and proprietary lead capture tools, supporting national sales team expansion
- Drove 86% YoY revenue growth and 76% unit growth on a same-rep basis (Q1 2025 vs Q1 2026) through integrated marketing, recruiting, and sales enablement programs
- Led brand repositioning and consolidation across Facebook, Instagram, LinkedIn, and TikTok, maturing the company's identity from startup to premium category brand and establishing brand voice, visual system, and content governance
- Led development of a proprietary content library of 350+ marketing assets, enabling self-service access for sales teams across multiple content types and categories

Marketing Operations & Execution

- Direct marketing strategy across Salesforce, Marketing Cloud, and proprietary CRM, defining audience segmentation, automation journey architecture, and campaign infrastructure for organic and paid social retargeting and lifecycle programs
- Direct creative output across organic and paid social, email, website, sales enablement, and event collateral, ensuring brand consistency at scale
- Analyze pipeline conversion data across the full sales funnel to identify systemic conversion leaks; build cross-functional feedback loops with operations and sales leadership to inform training, enablement, and process improvement initiatives

Organizational Leadership

- Lead an 8-person team, spanning Marketing (4), Recruiting (2), and Sales Success (2), owning the full customer lifecycle from acquisition through onboarding, enablement, and retention
- Partner directly with the CEO on company-wide strategy; represent Marketing in executive leadership meetings, quarterly planning sessions, and strategic initiative proposals
- Manage marketing budget and resource allocation across brand, demand generation, lifecycle, and creative functions

Marketing Team Leader

August 2021 - July 2023

- As one of the company's earliest marketing leaders, built the marketing function from the ground up across creative, brand, and product marketing
- Established foundational brand identity, voice, and visual guidelines, maturing the company from startup to recognized national brand
- Built the company's first content library and monthly marketing calendar to support daily sales enablement across social, email, training, and web
- Created an internal marketing community to serve as a structured feedback loop between sales and marketing, accelerating campaign relevance and adoption

AIME | PHILADELPHIA, PA

2019 - 2021

Digital Marketing Manager

March 2021 - August 2021

- Owned paid digital media strategy and execution across performance channels, including campaign development, budget management, and performance tracking
- Built and managed CRM and marketing automation infrastructure within Salesforce and Marketing Cloud, supporting integrated marketing campaigns at organizational scale
- Managed Social Media Coordinator, overseeing organic social strategy and business alignment across company channels
- Partnered with creative team to develop landing pages and digital experiences supporting paid acquisition campaigns

Social Media Coordinator

October 2019 - March 2021

- Managed organic social strategy and content production across four company accounts, including brand and executive leadership pages
- Built reporting framework analyzing engagement, reach, and growth metrics, surfacing actionable insights to inform content strategy
- Executed cross-channel content calendar through Social Studio and Marketing Cloud, ensuring consistent brand expression at scale

EDUCATION & AWARDS

La Salle University, Philadelphia, PA

Bachelor of Arts in Communication (Focus: Mass Media)

Honors: Maxima Cum Laude: A graduation index of 3.80
or higher

☆ **NMP** 40 Under 40 | 2025

☆ **MPA** Female Leaders in the Mortgage Industry | Elite Women | 2024

☆ **Women World Magazine** Most Admired Women Leaders in the Mortgage Industry | 2024

☆ **HousingWire** Marketing Leaders | 2023