

Joshua Lowery

Marketing Technologist | Marketing Automation, AI Workflows and CRM Systems

Nashville, TN (Open to Remote) · 931-808-5415 · joshua@joshuawlowery.com · [linkedin.com/in/joshua-lowery](https://www.linkedin.com/in/joshua-lowery)

SUMMARY

Marketing technologist who builds the systems behind lead generation and revenue growth. Designs AI-powered automation pipelines (n8n, OpenAI, GoHighLevel) that capture, respond to, and convert leads without manual follow-up. Brings enterprise technical SEO experience from global ecommerce brands that doubled organic revenue, plus a #1-ranked consultative sales record that turns technical systems into business results for clients and stakeholders.

CORE SKILLS

Marketing Automation and AI: n8n, OpenAI API, Anthropic Claude, AI agents and chatbots, workflow automation, webhooks and API integrations, AI-assisted development

CRM and Marketing Technology: GoHighLevel, Follow Up Boss, Customer Relationship Management (CRM) strategy, lead routing and nurturing, email marketing automation, IDX Broker, Showcase IDX

Web Development: WordPress (custom frameworks), HTML, CSS, JavaScript, VS Code

SEO and Analytics: Technical Search Engine Optimization (SEO), site architecture, Core Web Vitals, Google Analytics 4 (GA4), Google Tag Manager, Google Search Console, SEMrush, Screaming Frog

PROFESSIONAL EXPERIENCE

Founder and Product Developer | Broker Built

2026 – Present

Installable, self-branding WordPress platform for real estate agents, teams, and brokerages.

- Built a dynamic WordPress theme in VS Code with Git version control that any agent or brokerage can install and brand from the WordPress dashboard (custom colors, layouts, and site options) with no code required.
- Engineered built-in SEO, including schema markup and search-optimized templates, plus IDX Broker and Showcase IDX integrations for live listings.
- Developed an AI blog assistant on OpenAI APIs that produces SEO-optimized market and listing content and images in minutes instead of hours.
- Integrated third-party APIs that pull real housing market data, and designed the platform to connect with any CRM.
- Running in production on joshualoweryhomes.com, including a built-in AI chatbot that engages visitors and captures leads.

SEO Specialist | SVP Worldwide (SINGER, PFAFF, Husqvarna Viking)

2024 – 2026

- Executed the technical SEO roadmap for three global ecommerce brands, contributing to a 100% increase in organic revenue over 12 months.
- Grew organic sessions 52%, clicks 41%, and impressions 33% YoY by improving indexation, crawlability, and site architecture.
- Improved Core Web Vitals across three international web properties in partnership with development and ecommerce teams.
- Built optimized pages in HTML, CSS, and JavaScript to capture high-value search demand.
- Ran technical SEO audits with Screaming Frog, Search Console, GA4, and SEMrush, and translated findings into prioritized fixes for developers.

Founder | Digital Goat Marketing

2020 – 2024

- Delivered SEO, WordPress development, CRM setup, and marketing automation for small-business clients.
- Built AI lead-response and follow-up systems with n8n, OpenAI, and GoHighLevel that respond to new leads within 1 second and automate follow-up that clients previously handled by hand.
- Built AI texting agents connected to GoHighLevel that qualify inbound leads and book appointments and route hot leads to the client.

Licensed Real Estate Agent | Keller Williams Realty

2020 – Present

- Built automated lead generation and nurture systems (CRM workflows, websites, and funnels) that sustained six-figure annual revenue.
- Consistently ranked among top-producing agents in the office by monthly sales volume, producing all marketing, photo, and video content in-house.

eDiscovery Consultant | Page One Legal

2019 – 2021

- Ranked #1 in sales volume among 6 reps during multiple periods.
- Sold technical eDiscovery solutions to law firms through consultative, relationship-based selling.

EDUCATION AND CERTIFICATIONS

M.Ed., Grand Canyon University · B.S., Interdisciplinary Studies, Tennessee Technological University

NCAA Division I Quarterback, Tennessee Tech Football · Relativity Certified Sales Pro