

GRAY HARDEE

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Professional Summary

Sales and marketing professional with a background in business development, early-stage startup building, and AI-powered workflow creation. Co-founder of a Wilmington-based residential painting company, where I lead digital marketing, lead generation, and internal systems to support growth. Advanced user of Claude, Perplexity, Base44, and Lovable etc., with hands-on experience creating no-code apps and automation workflows. Seeking a role in AI sales, solutions, or infrastructure.

Professional Experience

Coastal Coat, Wilmington, NC

September 2019 – Present

Co-founder – Digital Marketing, Lead Gen, Growth Systems – Early-stage residential painting startup

- Co-founded and help build an early-stage business, owning digital marketing, lead generation, and local acquisition strategy across web, social, and outbound channels.
- Built internal workflows and client-facing processes to improve speed, organization, and follow-up as the business scales.
- Created branded marketing assets, landing page copy, and campaign content, while using AI tools and no-code platforms to prototype systems, automate tasks, and streamline operations.

The Glencove Group, Charlotte, NC

September 2019 – Present

Creative Consultant, Producer – Graphic Design and Advertising Services Founder – www.TheGlencoveGroup.com

- Designed album covers, concert posters, newsletters, t-shirt graphics, merch concepts, and website visuals for a range of creative projects and clients.
- Created brand-aligned marketing assets, ad creative, landing page visuals, and promotional content to support campaign performance and audience engagement.
- Used generative AI and prompt engineering to prototype concepts, draft copy, and build internal tools and demos in Claude, Perplexity Computer, and Base44.

Tecovas, Nashville, TN

August 2023 – August 2025

Retail Sales and Store Operations Assistant Manager

- Led team execution to meet sales goals and customer experience standards.
- Coached staff on consultative selling, product knowledge, and service best practices.
- Reviewed daily and weekly performance reports to adjust staffing, priorities, and sales focus.

TowneBank, Charlotte, NC

September 2020 – March 2023

Residential Mortgage Lending Mortgage Loan Officer

- Originated residential mortgage loans and managed a full sales pipeline from prospecting through closing.
- Built and maintained referral relationships with realtors and partners to drive consistent lead flow and referral volume.
- Ranked in the top 1% of Loan Officers nationally for education while maintaining strong borrower communication and file follow-through.

Education

Savannah College of Art and Design, Savannah, GA

2011 – 2014

Advertising and Sound Design

Kaplan University, North Carolina

2020 – 2020

North Carolina Real Estate Broker Pre-Licensing

Xinnix University

2020 – 2022

Xinnix Certified Originator

Skills & Certifications

Digital marketing & analytics: Google Ads, Google Analytics 4, HubSpot email automation, workflows, segmentation, SEM/PPC campaign management, basic SEO, campaign reporting.

AI, automation & creative production: Prompt engineering for large language models, AI-assisted content creation, workflow automation, no-code/AI app development, audio production, content development, graphic design, video editing.

Business & sales: Client relationship building, consultative selling, team leadership.

Applied Business Science – Digital Marketing Concentration, University of Virginia School (2026) – Google Ads Search, Google Analytics, HubSpot Email Marketing & Automation