

Lauren Lankford

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Marketing operator who builds positioning, launch GTM, and storytelling systems from scratch. 9 years across product-led companies in emerging tech. Design-fluent, AI-native, and most useful on products that don't always market themselves.

EXPERIENCE

Story — Marketing Lead

Jan 2025 – Present

- **Scope:** Own positioning, GTM strategy, and cross-channel narrative for an AI/IP infrastructure layer, leading launch moments, lifecycle campaigns, and executive communications across social, events, and partner channels; lead a global content distribution team across English- and Chinese-speaking markets in close partnership with Design and leadership.
- **Origin Summit (flagship Seoul summit):** Led narrative and GTM across launch week, driving 1.9M impressions and 55.4K engagements (+158% / +146% over baseline); secured 37 articles in 17 outlets including a live CNBC Squawk Box broadcast; convened 700+ attendees, 40 speakers, and 11 sponsors (incl. World, Tools for Humanity). Positioned Story as the nexus of Korea's AI and IP economies.
- **Mainnet launch GTM:** Owned cross-channel orchestration of mainnet GTM, directing Design on three marquee video assets, sequencing rapid-fire ecosystem announcements, and managing a sensitive web of partner contingencies. Gained ~40K X followers with a sustained 8% engagement rate.
- **Special announcements + activations:** Developed narrative and owned cross-channel rollout for product launches and key announcements such as our World partnership, the launch of key incubated projects, and our "chapter 2" reframe around a pivot to AI infrastructure.
- **Developer + community programs:** Stood up two global buildathons reaching 1,800+ developers, 290+ submitted projects, and 13+ bounty partners across English- and Chinese-speaking markets, plus 25 event grants awarded across 16 countries. Built repeatable activation playbooks from scratch.

SuperRare — Senior Manager, Growth

Sep 2023 – June 2024

- Scaled engagement with social-native tactics, driving 1,600 users in a day via Warpcast (an emerging social channel) and 400K impressions in three months.
- Redesigned email and content strategy for 80K+ users, achieving 35% average open rates.
- Built internal GPT tools to democratize marketing insights across the org.

SuperRare — Program Manager, Curator Experience

Jan 2023 – Sep 2023

- Revamped onboarding flows to reduce friction by 76%; led activations with partners including Gucci Vault and Nars Cosmetics.
- Directed product strategy for curator tools that grew creator participation and revenue.

Yours Truly Creative — Content Consultant

Jan 2022 – Jan 2023

- Led a Twitch incubator for musicians, designing a growth curriculum that lifted following by a minimum of 1.5% across all participants.
- Researched peer-to-peer artist tools for Spotify; ran user interviews and design sprints to guide product positioning.

SuperRare — Technical Support Lead

Mar 2021 – Jan 2022

- Owned Support, reducing SLA by 55% for issue closure; managed a Discord of 30K+ members.
- Helped drive 6,547 user registrations upon a key product launch by owning customer support, UX copy of all critical onboarding flows, and long-tail community strategy.

EDUCATION

NYU, Gallatin School of Individualized Study — B.A., Anthropology, Media Studies — 2016