RAYMOND A. LAWRENCE JR.

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PROFESSIONAL SUMMARY

Senior brand leader with 15+ years of experience building and managing high-impact brands across Fortune 500 companies, nonprofits, and startups. Recognized for aligning business objectives with market strategies, leading cross-functional teams, and delivering measurable growth. Career experience includes shaping customer engagement for PepsiCo, advancing national campaigns for Anheuser-Busch, and guiding corporate partnerships at the Atlanta Community Food Bank.
MBA, Georgia Tech, Management of Technology.

EXPERIENCE

Atlanta Community Food Bank **Atlanta, GA**

One of the nation's largest hunger-relief organizations, distributing 90M+ meals annually through 700 partners across 29 Georgia counties.

Corporate Relations Manager *2023-Present*

- Managed a 2.4M corporate partnership portfolio, increasing average partner contributions by $5k annually through improved campaign execution and relationship management
- Led cross-functional teams across Marketing, Finance, and Volunteer Engagement to deliver campaigns that strengthened partner retention and brand impact
- Built and analyzed prospect portfolios by researching corporate giving capacity, financial health, and ESG alignment to identify and prioritize high-potential partners
- Negotiated multi-year sponsorship models, aligning partner business goals with the organization's strategic objectives to secure long-term funding commitments
- Developed and presented data-drive reports in Raiser's Edge, tracking contribution trends, forecasting renewals, and providing strategic insights to executive leadership

Operations Manager II

- Directed operations that served 2.2M pounds of food annually, elevating the pantry to second-largest in Georgia.
- Secured 100k in private funding by building partnerships with local businesses, strengthening community engagement and brand visibility
- Analyzed throughput data to identify bottlenecks and implemented SOPs that improved distribution efficiency by 13%
- Developed SOPs for future pantry openings to ensure consistent execution and maximize community impact
- Collaborated with Emory University to launch a wellness program linking nutrition with long-term community care

Qlaim **Atlanta, Ga**

Founder/CEO *2023 – Present*

- Created and launched a labor-tech concept connecting companies with skilled frontline workers, positioning the platform as a solution to workforce execution challenges
- Designed business and go-to-market strategy, including pricing models, service bundles, and partnership frameworks
- Led cross-functional teams to build and refine the platform, aligning product development with market needs
- Developed investor and partner materials, securing accelerator interest and corporate review by Fortune 500 partners including PepsiCo Labs

PepsiCo **Atlanta, Ga**

Sales District Leader *2017 - 2023*

- Grew territory revenue to $5.5M annually by implementing pricing strategies, promotional campaigns, and client engagement plans
- Partnered with marketing teams to design sales materials and go-to-market strategies supporting PepsiCo innovation launches
- Used consumer sales data to plan and execute in-store promotions, improving campaign performance and brand visibility
- Led vendor execution to ensure consistency with PepsiCo brand standards across retail channels

We Are Alexander **St.Louis, MO**
Brand Copywriter *2015 - 2017*

- Developed consumer-facing campaigns across digital, print, radio, and experiential channels for leading Anheuser-Busch brands
- Collaborated with digital teams to create e-commerce solutions including banner ads, microsites, and email marketing
- Produced social media campaigns for top national brands including Bud Light, Michelob ULTRA, Natural Light, and Busch Light

Executive Team Leader // Target Corporation // Multiple Cities *2009 - 2015*

- Early career leadership role overseeing store operations and team performance

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY, Scheller College of Business **Atlanta, GA**
Master of Business Administration (MBA) *Dec. 2025*

- GPA: 3.0
- Concentration: Management of Technology
- Organizations: Blacks In Business. Georgia Tech Leadership Academy

University of Pittsburgh **Pittsburgh, PA**
Bachelor of Science in Business Administration *Apr. 2009*

- Concentration or Minor: Marketing

Certifications

GEORGIA INSTITUTE OF TECHNOLOGY, Scheller College of Business **Atlanta, GA**
Lean Six Sigma Green Belt - In Progress: Expected completion: March, 2026, Georgia Institute of Technology
Lean Six Sigma Black Belt - In Progress: Expected completion: June, 2026, Georgia Institute of Technology