Jordan Corbett

AI-native operator · growth, product & creative

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Springfield, MO · Open to remote

I use AI to do, end to end, what usually takes a whole team. I find the customer and build the funnel, design and ship the product, write and direct the film, and build the systems running underneath it all. Ten years in growth gave me the instinct for what moves a number. AI gave me the range to execute across every discipline the work touches.

WHAT I DO

AI SYSTEMS & AUTOMATION

Multi-agent systems, MCP server infrastructure, and agentic workflows that run research, content, and reporting on their own.

GROWTH & PAID ACQUISITION

Full-funnel paid media across Meta, Google, LinkedIn, and YouTube, with AI-produced creative and landing systems I build myself.

PRODUCT & ENGINEERING

Full-stack apps end to end, from idea to shipped product, including tools adopted by the City of Joplin and by ICANotes.

FILM & CREATIVE PRODUCTION

Writing, directing, scoring, and producing short films and brand video on a custom AI pipeline I built.

EXPERIENCE

Director of Digital Marketing

2019 – Present

ICANotes · Behavioral health EHR SaaS · Remote-first

CREATIVE & CAMPAIGNS

- Rebuilt the paid acquisition engine across Meta, Google, LinkedIn, and YouTube, directing AI-produced video creative in-house and **cutting cost per lead from $112 to $35** on $150K–$200K/yr in ad spend, across a funnel of ~5,000 leads/month.
- Own the full paid acquisition funnel from strategy and creative through optimization and reporting.

SYSTEMS BUILT

- Architected a custom **MCP server stack** unifying every ad platform, Zoho CRM, and HubSpot into one system operable in natural language.
- Built and deployed a **9-agent AI system** that runs campaign research, content generation, brief writing, and performance monitoring autonomously.
- Built **landing.icanotes.com**, a custom landing-page platform with automated A/B testing and campaign management tooling for the paid funnel.
- Built a blog ideation and generation system for the company website, plus lead enrichment and cold email pipelines feeding the sales team.

PRODUCT & LEADERSHIP

- Conceived, built, and launched **ICANotes Presence**, a website and digital marketing platform for ICANotes customers, with AI-guided onboarding and an AI review responder.
- Direct a marketing team of 3 to 4, setting workflow standards and building the internal AI tooling the team uses daily.

Independent Marketing & Creative

2019 – Present

Springfield, MO · Independent contractor

- Ran paid campaigns and full marketing programs for multiple small and regional businesses, and **designed and built eight client websites**, all sourced by referral.
- Write, direct, score, and produce independent film and spec commercial work on a custom AI video pipeline built on the Seedance 2.0 and Gemini Image Pro APIs.
- Commercial AI video production for Rotorazer (via Opfer Communications).

Digital Marketing Director

2016 – 2019

Never Say No Auto · Springfield, MO

Ran digital marketing and paid advertising for a regional automotive group.

SELECTED WORK

ICANotes Presence · A website and digital marketing platform I conceived, built, and launched for ICANotes customers, with AI-guided onboarding and an AI review responder.

BillHarmony · AI healthcare cost-estimate and billing app, built in 24 hours. First place out of 100+ teams at the Joplin Vibeathon, and adopted by the City of Joplin.

Senior Care Scorecard · A senior care scoring and ranking platform built from government data: a proprietary 0 to 100 score, local and statewide ranks, and city guides, regenerated weekly by an automated Python pipeline.

AI Video Atlas · A directory and guide comparing AI video generators with real, checkable prices, plus a free MCP server and API that lets Claude, ChatGPT, Cursor, and other AI agents plan shots, pick models, and estimate costs.

RECOGNITION

SATO48 2026 — Best Screenplay, for *Puppet Show*. Also runner-up in Best Film, Best Director, and Production Design.

SATO48 2024 — Alamo Drafthouse "You Gotta See It" Prize, for *Gnome Karaoke*.

Joplin Vibeathon 2025 — First Place ($5,000), out of 100+ teams, for BillHarmony.

SKILLS & TOOLS

AI Systems & Agents	Claude, multi-agent orchestration, MCP server development, agentic workflow design, API integration
AI Video & Creative	Seedance 2.0, Gemini Image Pro, Runway, Kling, ElevenLabs, Suno; custom production pipeline built on these APIs
Development	React, TypeScript, Astro, Vite, Tailwind, Firebase, Node.js, Python, WordPress
Paid Media & Growth	Meta Ads, Google Ads, LinkedIn Ads, YouTube Ads, Microsoft Ads, A/B testing, landing page systems, Zoho CRM, HubSpot
Creative Production	Concept, scriptwriting, direction, scoring, post-production, storyboarding; Blender, After Effects