

SHAWN KEDING

AI-Native Product & Growth Executive

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SUMMARY

Polymath operator who treats AI as a force multiplier, using it to design, build, and ship product, brand, and revenue systems end-to-end. Led 24 people across marketing, product, and customer success to scale Connected Investors from **\$20K/week to \$400K/week** (a 20x lift in 24 months). Ships working product, not roadmaps.

SELECTED RESULTS

- **20x revenue growth at Connected Investors.** Drove \$20K to \$400K weekly recurring in 24 months while leading ~24 people (80% of a 30-person org) across marketing, product, and customer success.
- **AI-built product portfolio.** Designs, builds, and deploys production web products (sites, funnels, conversion flows) using AI-native tooling; turns a launch around in days, not quarters.
- **Full-stack shipper.** Writes copy, directs video, designs UX, builds pages, and instruments analytics inside a single workflow with no hand-offs.

EXPERIENCE

Chief Marketing Officer, Hendy Street Productions

Full-time · Wilmington, NC · 2024 to Present - Lead brand, product-marketing, and growth across a portfolio of client builds - Ship complete digital products from concept to live in days using AI-assisted build pipelines (Claude Code, Next.js/Vercel) - Operate as product owner end-to-end: positioning, UX, build, copy, launch, iteration

Marketing Director and Product-Marketing Owner, Connected Investors

*Oct 2017 to Nov 2023 · 6 yrs 2 mos - Scaled weekly recurring revenue **\$20K to \$400K**, a 20x lift in 24 months - Led **~24 people across marketing, product, and customer success**, roughly 80% of a 30-person organization - Owned the entire customer-facing surface: pricing, positioning, sales VSLs, ad creative, onboarding, lifecycle, retention - Set product priorities directly from funnel data; every customer-facing motion fed back into what got built next - Wrote, directed, and produced the video content driving acquisition and activation*

Director of Lead Generation, Keller Williams Realty

*Aug 2014 to Sep 2017 · 3 yrs 2 mos - Directed a **14-person team** through a period of unprecedented franchise growth via marketing, branding, and sales - Designed and operated lead-generation systems connecting upstream demand to producing agents*

Enterprise Sales, Vision Technologies

*Started as Intern · Early Career - Joined as an intern and transformed the business model from selling refurbished devices to schools into long-term maintenance and service contracts - Landed and grew contracts with some of the largest school districts and healthcare systems in the country - Drove over **\$250 million in sales**, building durable, recurring enterprise relationships instead of one-off transactions*

AI & PRODUCT STACK

Claude Code · LLM-assisted product build · Next.js / Vercel deployment · Conversion design · Funnel analytics · Direct-response copy · Video production · Brand systems · Lifecycle & email · Pricing & packaging

EDUCATION & DEVELOPMENT

Self-directed. 15 years operating in product-adjacent revenue leadership across enterprise sales (\$250M+ at Vision Technologies), a national real estate franchise, and venture-stage SaaS.