

SHAWN KEDING

Consumer Product Marketing · B2C Growth · Positioning, GTM, Funnel Metrics

Wilmington, NC · keding.shawn@gmail.com · 828-384-7297 · linkedin.com/in/shawn-keding-aa833b378

SUMMARY

Consumer product marketer with 15 years building positioning, messaging, and go-to-market for products bought by everyday people: homes, investment software, and direct-to-consumer offers. Helped scale a venture-stage SaaS from \$20K to \$400K in weekly recurring revenue (20x in 24 months) on a consumer-psychology growth engine he wrote personally: video, ads, email, and landing pages tested daily against activation, engagement, and retention. Created a Super Bowl-aired commercial, then connected the brand moment back to measurable funnel outcomes. Led 24 people across marketing, product, and customer success, making the voice of the customer a structural input to the roadmap. Fully AI-native: runs research, messaging, and production on LLM pipelines daily to move at consumer-internet speed.

HOW THIS MAPS TO THE ROLE

- **Consumer positioning and messaging:** built and continuously evolved core value propositions for consumer audiences across the full journey, with one consistent story across ads, video, email, web, and onboarding
- **Go-to-market for launches:** ran end-to-end GTM for a continuous stream of product and feature launches: early shaping, positioning, launch execution, and post-launch measurement against adoption
- **Shape the roadmap:** led product and customer success alongside marketing (80% of the company), so consumer insight flowed into feature prioritization daily, not through a quarterly readout
- **Brand grounded in product truth:** made a Super Bowl-aired commercial for a regional brand; treats brand moments as funnel inputs that must show up in activation and retention numbers
- **Consumer research and insights:** built the growth engine on the questions real customers actually asked, through interviews, behavioral funnel data, churn analysis, and competitive review
- **Funnel metrics, owned:** set and reported KPIs across awareness, activation, engagement, retention, and re-engagement on a recurring-revenue consumer product, and optimized the mix against them
- **Influencing leadership:** operated as the marketing voice in company leadership for six years, presenting strategy, insight, and results to founders and the board

EXPERIENCE

Chief Marketing Officer · Hendy Street Productions

Wilmington, NC · 2024 to Present

- Own positioning, messaging, and go-to-market across a portfolio of consumer and local-service brands, plus direct-to-consumer offers
- Build every story from consumer research forward: who buys, what they fear, what words they use, then ship it across web, video, email, and paid
- Run a fully AI-native marketing operation: LLM pipelines for research, messaging, creative, and production web properties, shipped in days
- Every property instrumented; every claim about performance checked against traffic, conversion, and retention data

Marketing Director · Product Marketing Lead · Connected Investors

Venture-stage real estate investment SaaS · Oct 2017 to Nov 2023

- Owned consumer-facing positioning, pricing, packaging, and launch GTM for software and data products sold to everyday real estate investors at scale
- Helped grow weekly recurring revenue from **\$20K to \$400K (20x) in 24 months** with high-velocity consumer acquisition: direct-response video, ads, email, and landing pages, tested continuously
- Led **~24 people across marketing, product, and customer success** (80% of a 30-person org); synthesized customer interviews, funnel behavior, and churn data into roadmap and messaging decisions
- Owned the full consumer funnel from cold awareness through activation, engagement, retention, and re-engagement, with KPIs and reporting at each stage
- Wrote and directed the consumer-facing story personally: videos, VSLs, email sequences, onboarding, and landing pages, then systematized production across the team
- Earned trust with a skeptical consumer audience making real financial decisions, translating complex data products into clear, credible value

Director of Lead Generation · Keller Williams Realty

Aug 2014 to Sep 2017

- Directed a **14-person team** generating consumer demand at scale for one of the country's largest real estate franchises during a period of unprecedented growth
- Marketed the highest-stakes consumer purchase there is, a home, across search, content, and brand

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 relationships instead of one-off transactions

TOOLS & METHODS

Consumer positioning & messaging frameworks · Persona and journey mapping · Launch go-to-market · Funnel KPIs (awareness, activation, engagement, retention) · Consumer research & interviews · Behavioral and funnel analytics · Competitive intelligence · Direct-response copywriting · Video production & direction · Lifecycle & email · CRO and A/B testing · Claude & LLM research and production pipelines · GA4

EDUCATION & DEVELOPMENT

Self-directed. 15 years inside consumer-facing revenue and product marketing roles across enterprise sales (\$250M+ at Vision Technologies), a national real estate franchise (Keller Williams), and a venture-stage SaaS (Connected Investors). Daily practitioner of AI-assisted research, messaging, and production.