

SHAWN KEDING

Creative Director · Campaigns, Video, Brand · AI-Native Production

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SUMMARY

Creative leader with 15 years making B2B and consumer work that refuses to be ignored, and proving it in revenue. Wrote and directed the videos, VSLs, ads, and campaigns behind a 20x revenue curve (\$20K to \$400K weekly recurring in 24 months) while leading a 24-person team across marketing, product, and customer success. Created a Super Bowl-aired commercial. Thinks in campaigns, not assets: one idea, expressed across video, web, email, paid, and in-person touchpoints, held to engagement, conversion, and pipeline. Now runs a fully AI-native production system that ships 500+ assets and complete web properties in days without losing craft, and teaches the workflow to others. Holds the bar personally: still writes the copy, directs the video, and kills the work that isn't good enough.

HOW THIS MAPS TO THE ROLE

- **Creative vision across all channels:** built brand and campaign systems spanning video, web, digital, email, paid, and retail/in-person activation, with one consistent point of view across every touchpoint
- **Leads multidisciplinary creatives:** directed writers, designers, videographers, and web builders inside a 24-person org; created the production rhythms, standards, and feedback loops that kept quality high at volume
- **The work performs:** every campaign held to engagement, conversion, and revenue contribution; creative that didn't move the number got cut, and the 20x curve is the receipt
- **Bold ideas, shipped:** from a Super Bowl-aired commercial to direct-response VSLs that carried a SaaS revenue line, big swings taken through to execution without losing momentum
- **Scalable production with AI, in practice:** designed and operates LLM-based pipelines producing research, copy, video scripts, creative, and full production websites in days; the AI-multiplied creative org this role describes, already running
- **Craft from technical truth:** makes technical products feel urgent and human, from nationwide property data and deal-flow software to clinical, logistics, and legal-tech offerings
- **Story and creative integrated:** writes the narrative and directs the execution, so brand story and creative output are never out of sync

EXPERIENCE

Chief Marketing Officer · Hendy Street Productions

Wilmington, NC · 2024 to Present

- Set creative direction across a portfolio of client brands: identity systems, sites, video, photography, and campaign work, shipped end-to-end
- Built an AI-native production system that delivers agency-scope creative (brand, web, video, copy) in days at consistent quality: 500+ assets and 15+ production web properties in the past 12 months
- Personally direct and produce: photography, video, copy, design systems; the standard is set by making, not just reviewing
- Translate technical client offerings into human, urgent creative that converts, with every property instrumented and measured

Marketing Director · Creative Lead · Connected Investors

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

- Wrote and directed the creative engine behind **20x revenue growth** (\$20K to \$400K weekly recurring in 24 months): videos, VSLs, ad creative, email campaigns, and landing pages
- Led **~24 people across marketing, product, and customer success** (80% of a 30-person org), building the team's creative capabilities, production systems, and standards
- Ran campaign thinking at the company level: one core story per quarter expressed across every channel and surface, judged on pipeline contribution
- Systematized creative production: turned personally-made winning formats into repeatable systems the team could run at volume without quality drift
- Mentored writers and producers from junior hires into owners of entire channels

Director of Lead Generation · Keller Williams Realty

Aug 2014 to Sep 2017

- Directed a **14-person team** spanning marketing, branding, and creative through a period of unprecedented franchise growth
- Built the brand and campaign systems feeding consumer 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** by making a technical offering feel credible and human to enterprise buyers, building durable relationships instead of one-off transactions

CRAFT & TOOLS

Campaign conceiving & creative direction · Video direction & production · Direct-response and brand copywriting · Photography · Brand identity systems · Web design & production (Next.js / Vercel, shipped personally) · AI-powered creative pipelines (Claude, generative image/video tooling) · Email & lifecycle creative · Experiential & retail activation · Creative ops: production systems, review rhythms, standards · Performance measurement: engagement, conversion, pipeline

EDUCATION & DEVELOPMENT

Self-directed. 15 years leading creative inside revenue organizations: enterprise sales (\$250M+ at Vision Technologies), a national real estate franchise (Keller Williams), and a venture-stage SaaS (Connected Investors). Working portfolio of live, shipped properties available on request.