

SHAWN KEDING

Marketing Executive · Full-Stack B2B Growth · AI-Native Operator

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SUMMARY

Full-stack marketing leader with 15 years scaling revenue in high-growth tech. Built and led a 24-person organization across marketing, product, and customer success (80% of the company) while scaling a venture-stage SaaS from \$20K to \$400K in weekly recurring revenue, a 20x lift in 24 months, on a demand engine he designed and ran hands-on. Today operates as a fully AI-native marketer: ships production web applications, content systems, and campaigns on LLM pipelines daily, compressing weeks of production into days. A builder and change agent, not an optimiser: sets the strategy, then writes the copy, instruments the funnel, and holds every program to pipeline and revenue.

SELECTED RESULTS

- **20x revenue growth at Connected Investors:** weekly recurring revenue from \$20K to \$400K in 24 months, with marketing held accountable to revenue and pipeline contribution, not vanity metrics
- **Built and led a 24-person multi-disciplinary org** spanning marketing, product, and customer success, roughly 80% of a 30-person company, owning team design and operating cadence through the growth curve
- **AI-forward marketing in production, not on a roadmap:** 500+ AI-generated assets shipped across web, video, email, and paid; 15+ production websites and web applications built end-to-end on Claude-based pipelines in the past 12 months
- **Complex technical products, translated:** positioned nationwide property data, skip tracing, and deal-flow software for buyers who don't read spec sheets; does the same today for clinical, logistics, and legal-tech clients
- **Brand at scale:** created a Super Bowl-aired commercial for a regional brand; built topic authority and category presence in a crowded vertical through web, video, email, and community content
- **Enterprise sales engine at Vision Technologies:** started as an intern and drove over \$250M in sales by converting one-off refurbished-device deals into long-term maintenance and service contracts with major school districts and healthcare systems

EXPERIENCE

Chief Marketing Officer · Hendy Street Produxions

Wilmington, NC · 2024 to Present

- Own positioning, demand, and brand across a portfolio of client engagements, building each marketing system from first principles: narrative, site, funnel, content engine, measurement
- Run a fully AI-native marketing operation: LLM pipelines produce campaign assets, landing systems, and full production web applications in days, a working model for what an AI-forward marketing org looks like
- Translate complex, technical offerings (clinical psychiatry, fleet logistics, legal tech, construction systems) into clear, differentiated positioning that converts
- Build sales enablement end-to-end: VSLs, pitch narratives, proposal systems, and lead magnets that move deals, not just traffic
- Every property instrumented; every claim about performance checked against traffic, pipeline, and conversion data

Marketing Director · Connected Investors

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

- Grew weekly recurring revenue from **\$20K to \$400K (20x) in 24 months** by building a full-funnel demand engine anchored on customer problems and high-intent search behavior
- Led **~24 people across marketing, product, and customer success**, designing team structure and operating model as the company scaled
- Functioned as de facto product marketing lead: positioning, pricing, packaging, onboarding, and lifecycle for technical data products (nationwide property data, skip tracing, deal-flow software)
- Owned the full revenue lifecycle from cold acquisition through activation, retention, expansion, and re-engagement, managing acquisition economics on a recurring-revenue business
- Armed the sales motion personally: wrote and directed the VSLs, demo narratives, email sequences, and landing pages that powered the curve, then systematized production across the team
- Ran continuous test-and-learn loops on offers, pricing, creative, and pages against revenue contribution

Director of Lead Generation · Keller Williams Realty

Aug 2014 to Sep 2017

- Directed a **14-person team** generating qualified pipeline through search, content, and brand during a period of unprecedented franchise growth
- Built and ran the lead-generation engine feeding producing agents, with volume and quality managed like a sales pipeline

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

LEADERSHIP & APPROACH

- **Builder, not caretaker.** Has created structure, process, and revenue from first principles at every stop, from a \$250M enterprise sales motion to an 80%-of-company org
- **Strategic and hands-on at the same time.** Comfortable presenting the plan to the board in the morning and rewriting the landing page that afternoon
- **Commercial by default.** Pipeline, revenue, CAC/LTV, and payback are the scoreboard; marketing programs that can't show contribution get cut

- **AI as an operating model, not a tool.** Already runs the AI-forward marketing function most companies are still drafting slides about, and teaches the workflow to others

TOOLS & METHODS

Demand generation · Product marketing & positioning · Brand strategy · Sales enablement · Lifecycle & email · Paid acquisition · Funnel architecture & attribution · CAC/LTV & payback analysis · CRO and A/B testing · Direct-response copywriting · Video direction & production · Claude & LLM marketing pipelines · GA4 & Search Console · Next.js / Vercel

EDUCATION & DEVELOPMENT

Self-directed. 15 years inside revenue-marketing leadership 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 marketing and product development with a live portfolio of AI-produced properties.