

# SHAWN KEDING

Polymath Operator: Revenue, Product, AI, Brand

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## SUMMARY

A 15-year operator who treats marketing, product, and creative as one discipline. 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) while still writing the copy and directing the video. Today builds and ships AI-native digital products end-to-end, going from concept to deployed revenue in days, not quarters. Ready to bring this full stack inside one company at the executive level.

## SELECTED RESULTS

- **20x revenue growth** at Connected Investors (\$20K to \$400K weekly recurring in 24 months) while leading ~24 people (80% of a 30-person org) across marketing, product, and customer success
- **Full-stack shipper.** Writes copy, directs video, designs UX, builds product, runs paid. No hand-offs, no agency.
- **AI-native build pipeline.** Ships production web products in days using Claude-based tooling and a live portfolio of client work.
- **Lead-gen leadership** at Keller Williams Realty (14-person team) and **\$250M+ enterprise sales** at Vision Technologies (started as an intern)

## WHAT I BRING TO AN EXECUTIVE ROLE

- A revenue line you can point to. Not slides, not theory.
- The ability to compress a marketing org down to a few high-leverage operators using AI
- A product-marketing lens; I don't separate *what we build* from *what we sell*
- Pedigree across enterprise sales (\$250M+ at Vision Technologies), a national real estate franchise (Keller Williams), and a venture-stage SaaS (Connected Investors)

## EXPERIENCE

### Chief Marketing Officer, Hendy Street Productions

Full-time · Wilmington, NC · 2024 to Present - Own brand, product-marketing, and demand across a portfolio of client builds - Ship full digital products (sites, funnels, conversion systems) end-to-end on AI-native build pipelines

### Marketing Director, Connected Investors

Oct 2017 to Nov 2023 · 6 yrs 2 mos - Drove weekly recurring revenue from **\$20K to \$400K (20x)** in 24 months - Led **~24 people across marketing, product, and customer success**, roughly 80% of a 30-person organization - Wrote and directed every video, email, ad, VSL, and landing page that powered the curve alongside the team - Functioned as de facto product-marketing lead: positioning, pricing, onboarding, lifecycle, retention

### 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

### 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

## STACK

Direct-response copy · Video direction · Brand strategy · Funnel design · Lifecycle & email · Paid acquisition · Pricing & packaging · Claude Code / LLM-assisted product build · Next.js / Vercel · Conversion analytics

## EDUCATION & DEVELOPMENT

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