

SHAWN KEDING

Marketing Executive: Revenue Growth, Content, Brand

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SUMMARY

Full-stack marketing leader who builds the strategy *and* still writes the copy, directs the video, and signs off on the ad. Led 24 people across marketing, product, and customer success to scale a SaaS revenue line from **\$20K/week to \$400K/week**, a 20x lift in 24 months. 15 years across SaaS, real estate, and enterprise sales.

SELECTED RESULTS

- **20x revenue growth at Connected Investors.** Drove weekly recurring revenue from \$20K to \$400K in 24 months while leading ~24 people across marketing, product, and customer success (80% of a 30-person org).
- **End-to-end content engine.** Wrote, produced, and directed sales VSLs, video campaigns, email sequences, and ad creative alongside the team.
- **Lead-generation leadership at Keller Williams Realty.** Directed a 14-person team through a period of unprecedented growth for one of the country's largest real estate franchises.
- **\$250M+ in enterprise sales at Vision Technologies.** Started as an intern and built durable maintenance and service contracts with major school districts and healthcare systems.

EXPERIENCE

Chief Marketing Officer, Hendy Street Productions

Full-time · Wilmington, NC · 2024 to Present - Own brand, demand, and content across the firm's portfolio of client engagements - Build and ship end-to-end marketing systems: positioning, site, funnel, copy, video, paid acquisition

Marketing Director, Connected Investors

*Oct 2017 to Nov 2023 · 6 yrs 2 mos - Scaled weekly recurring revenue from **\$20K to \$400K**, a 20x increase in 24 months - Led **~24 people across marketing, product, and customer success**, roughly 80% of a 30-person organization - Wrote and directed sales VSLs, ad creative, video campaigns, email sequences, and landing pages alongside the team - Owned the full lifecycle from cold acquisition through activation, retention, and re-engagement - Set product priorities directly from funnel data, closing the loop between what was sold and what got built*

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 - Built and ran the lead-generation engine driving top-of-funnel volume 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*

STRENGTHS

Direct-response copywriting · Video direction & production · Email & lifecycle · Brand positioning · Paid acquisition · Funnel architecture · Conversion-rate optimization · Sales VSL scripting · Founder-mode operator

EDUCATION & DEVELOPMENT

Self-directed. 15 years operating inside revenue functions across enterprise sales (\$250M+ at Vision Technologies), a national real estate franchise (Keller Williams), and a venture-stage SaaS (Connected Investors).