

SHAWN KEDING

Senior Product Marketing · B2B SaaS · Messaging, Launches, GTM · AI-Native

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SUMMARY

Hands-on product marketer with 15 years turning complex technical products into stories buyers act on. As Marketing Director and de facto product marketing lead at a venture-stage B2B SaaS, owned positioning, pricing, packaging, launches, and lifecycle for technical data products, and helped scale weekly recurring revenue from \$20K to \$400K (20x in 24 months). Led customer success alongside marketing and product, so field feedback, win/loss insight, and roadmap input were a daily operating loop, not a quarterly report. Fully AI-native: runs research, messaging, and full campaign production on LLM pipelines every day, compressing weeks of work into days without sacrificing quality.

HOW THIS MAPS TO THE ROLE

- **Define the story:** translated nationwide property data, skip tracing, and deal-flow software into persona-specific messaging across the full buyer journey, from cold traffic to onboarding to renewal; buyers ranged from first-time prosumers to sophisticated investment operations
- **Grow the business:** the messaging, offers, and launch GTM he built powered a 20x revenue curve; every program was measured on win rate, conversion, and revenue contribution
- **Lead product launches:** ran GTM for a continuous stream of product and feature launches: positioning, pricing, sales enablement, lifecycle, and campaign, coordinated across product, marketing, and success
- **Partner to field:** led ~24 people spanning marketing, product, AND customer success (80% of the company), sat in live deals and support escalations, and turned what the field heard into what got built next
- **Win/loss in practice:** ran always-on loops on why deals closed, stalled, or churned, through customer interviews, funnel analysis, and direct time with sales, then fed the lessons into messaging, offers, and roadmap
- **AI prowess, proven:** 500+ AI-generated assets shipped to production (messaging, articles, video, email, enablement) on Claude-based pipelines he designed and teaches to others

EXPERIENCE

Chief Marketing Officer · Hendy Street Productions

Wilmington, NC · 2024 to Present

- Own positioning, messaging, and go-to-market for a portfolio of client engagements, including eCommerce and commerce-adjacent businesses
- Build each story from customer research forward: who buys, what they fear, what words they use, then ship the messaging across site, video, email, and sales materials
- Run a fully AI-native production system: LLM pipelines for research, copy, creative, and full web properties, shipped to production in days
- Translate deeply technical offerings (clinical psychiatry, fleet logistics, legal tech, construction systems) into clear, differentiated narratives for both technical and non-technical audiences

Marketing Director · Product Marketing Lead · Connected Investors

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

- Owned positioning, pricing, packaging, and launch GTM for technical data products: nationwide property data, skip tracing, and deal-flow software
- Helped grow weekly recurring revenue from **\$20K to \$400K (20x) in 24 months**; messaging and offers were held to win rate and revenue, not engagement metrics
- Led **~24 people across marketing, product, and customer success** (80% of a 30-person org), making the loop between field insight and product roadmap a structural part of how the company ran
- Wrote the buyer-facing story personally: VSLs, demo narratives, onboarding, email sequences, and landing pages, then systematized production across the team
- Ran continuous win/loss-style feedback loops: customer interviews, churn analysis, funnel data, and daily time with sales and success, translated into roadmap and messaging changes
- Built persona-level messaging for a wide customer spectrum, from first-time real estate investors to high-volume professional operations

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

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
- Repositioned the offer from one-off transactions to durable value: landed and grew contracts with some of the largest school districts and healthcare systems in the country
- Drove over **\$250 million in sales**, the original “technical product, value-led story” training ground for enterprise buyers

TOOLS & METHODS

Positioning & messaging frameworks · Persona development · Launch go-to-market · Sales enablement · Win/loss and customer research · Competitive analysis · Pricing & packaging · Lifecycle & email · Direct-response copywriting · Video production & direction · Claude & LLM research and production pipelines · GA4 & funnel analytics · CRO and A/B testing

EDUCATION & DEVELOPMENT

Self-directed. 15 years inside 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 with a live portfolio of shipped work.