

SHAWN KEDING

AI Content Strategy · Search-Led Growth · Hands-On Operator

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SUMMARY

AI-native content strategist with 15 years operating in revenue-marketing roles. Has shipped 500+ pieces of AI-generated content across video, web, email, and paid; created a Super Bowl-aired commercial; built standalone properties engineered for AI-driven search (AEO/GEO); and ships full production web applications on AI pipelines. Scaled a SaaS from \$20K to \$400K in weekly recurring revenue with a content engine built on real customer questions and high-intent search behavior. Already doing, daily and in production, what this role describes: always-on, search-led content that earns visibility in both traditional engines and AI answers.

AI & SEARCH HIGHLIGHTS

- **500+ AI-generated content assets shipped:** long-form articles, landing pages, video, email sequences, ads, and social, produced on Claude-based pipelines that compress production from weeks to days
- **AEO/GEO in practice, not theory:** designed and launched a standalone search property targeting a high-volume query space, with content structured for featured snippets, AI summaries, and citation by conversational interfaces
- **Super Bowl-aired commercial** created for a regional brand
- **15+ production websites and web applications** shipped end-to-end on AI-native build pipelines in the past 12 months, from content strategy through code, deployment, and measurement
- **20x revenue growth** (\$20K to \$400K weekly recurring in 24 months) powered by a customer-question-led content engine at Connected Investors
- **The AI champion role, lived:** has converted an entire content operation to AI-assisted production while raising quality, and teaches the workflow to others

EXPERIENCE

Chief Marketing Officer · Hendy Street Produxions

Wilmington, NC · 2024 to Present

- Built an always-on AI content engine producing 500+ assets across web, video, email, eCommerce, and sales enablement, with every asset designed for reuse across channels
- Designed and launched a generative-engine-optimization (GEO/AEO) property: keyword and question research on high-intent queries, topic clusters, structured data, and content formatted to be quoted by AI search and assistants
- Ship production web applications and content hubs end-to-end: strategy, information architecture, copy, build, deploy, analytics
- Translate technical client offerings (roofing systems, fleet logistics, clinical practice, legal tech) into clear, customer-language content that converts
- Test-and-learn as default: every property instrumented, every claim about content performance checked against traffic 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** with a content engine anchored on investor problems, use cases, and high-intent search behavior
- Led ~24 people across marketing, product, and customer success (80% of a 30-person org); worked daily with product and engineering to turn technical data products (nationwide property data, skip tracing, deal-flow software) into customer-focused messaging
- Built topic authority in the real estate investing space across web, video, email, and community content; identified the questions investors actually asked and built the content map from them
- Personally wrote and directed the videos, emails, VSLs, ads, and landing pages that powered the curve, then systematized production across the team
- Ran continuous optimization loops on content, offers, and pages against revenue and pipeline contribution, not vanity metrics

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
- 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

TOOLS & METHODS

AEO / GEO content design · Technical SEO fundamentals · Topic clusters and content hubs · High-intent keyword and question research · GA4 and Search Console · SEMrush/Ahrefs-class research tooling · Claude and LLM content pipelines · Structured data and snippet optimization · Direct-response copywriting · Video production and direction · Lifecycle email · CRO and A/B testing · Next.js / Vercel

EDUCATION & DEVELOPMENT

Self-directed. 15 years inside revenue-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 content and product development; built and operates a live portfolio of AI-produced properties.