

SHAWN ELLEDGE

Senior Demand Generation & AI Marketing Executive

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EXECUTIVE SUMMARY

Entrepreneur and revenue-focused marketing executive with 35+ years building demand generation engines, marketing automation programs, and AI-driven growth systems for B2B SaaS and operations-driven industries. Founder of Sales Lead Automation and Relevant Intelligence. Early-stage operator at Eloqua and ExactTarget — two of the companies that defined modern marketing automation. Founded two of the first national conferences in demand generation. AIG Certified (Outskill, August 2025). Deeply fluent in Vibe Coding, AI workflow automation, and the full modern martech stack. Deep network across supply chain, shipping, and corporate relocation industries.

PROFESSIONAL EXPERIENCE

Sales Lead Automation | CEO

Remote | January 2014 – Present

Demand generation and marketing automation consultancy helping organizations attract, identify, and convert qualified buyers.

- Grew Rug Goddess online sales 752% in 9 months using website visitor identification integrated with GoHighLevel marketing automation.
- For northAmerican Van Lines, scaled the sales team's LinkedIn presence from under 500 to 15,000+ connections, driving millions in corporate relocation revenue.
- Built and managed an 70M+ B2B contact database supporting enterprise demand generation campaigns.
- Developed AI-enhanced lead generation systems combining automation, content marketing, SEO, PPC, and CRM integration.
- Partnered with major brands including northAmerican Van Lines, Sirva, Allied, Beltmann Relocation, NexMuv, CRT, Graham Logistics, and Logistics Titans to improve pipeline performance across shipping, logistics, and corporate relocation.
- Deployed AI chatbot, voice agent, and automation systems to modernize go-to-market operations.
- Expanded the Content Doctor framework into a scalable AI-powered marketing and content intelligence and decision intelligence engine.

Relevant Intelligence | Founder & CEO

Remote | January 2025 – Present

AI-focused education and solutions company helping organizations adopt AI-driven growth and automation strategies.

- Developed AI-powered revenue solutions focused on sales, marketing, and operational automation.
- Created Content Doctor, an AI-driven content assessment platform that identifies content gaps, measures AI readiness by role and sales stage, and accelerates sales readiness.
- Created Trigger Trackr, an automated prospect intelligence platform that monitors job boards and news feeds, surfaces ICP-matched buying signals, and appends contact data for immediate outreach.
- Created Synthetic Research Lab, an app that helps teams test products, services, and ideas with AI-generated customers that reflect real target audiences. Get fast, directional insights before spending time and money on traditional research.
- Created Role Trigger identifies companies with newly posted job openings, interprets what those roles reveal about the company's current needs, and helps users turn those hiring signals into timely sales opportunities.
- Applied Vibe Coding and API integrations to develop scalable AI business applications.

Integrated Marketing Summit | Founder

Kansas City Metro | July 2009 – November 2016

Founded one of the first national conferences focused on integrated, digital, and multi-channel marketing.

- Scaled the conference series to more than 10 annual events across the United States.
- Featured speakers from Google, IBM, SAP, Dell, BestBuy, Sprint, and Hallmark.
- Built a nationally recognized platform for marketing innovation, demand generation, and executive networking.

DemandCon International | Founder

Kansas City Metro | October 2010 – December 2014

Launched the first conferences dedicated exclusively to demand generation and marketing automation.

- Expanded the event internationally with conferences in both the U.S. and London.
- Connected CMOs, marketing leaders, and technology vendors around best practices in lead nurturing and revenue marketing.
- Established an influential platform during the early growth of marketing automation technology.

Eloqua | Channel Alliance Manager

March 2007 – November 2008

- Exceeded every quarterly revenue goal during tenure as Channel Alliance Manager.
- Helped partner agencies generate millions in attributable revenue through joint demand generation programs.
- Recruited and enabled agency partners using Eloqua demand generation technology.
- Led co-branded marketing initiatives positioning partners as demand generation thought leaders.

Premier Studios | Sr. Internet Marketing Manager

June 2006 – March 2007

- Managed email marketing, SEO, SEM, web analytics, and web development initiatives.
- Directed online marketing campaigns focused on go-to-market strategies and growth.

Brand Relish | Managing Partner

2004 – 2005

- Managed strategic branding and marketing initiatives for client organizations.
- Oversaw operations for a full-service marketing and advertising agency.
- Generated \$7.4 million in revenue for Dictionary.com, then a top-100 website globally.

ExactTarget | Business Development Manager

2002 – 2004

- Earned Top Sales Gun honors three times out of 50+ sales representatives.
- Supported business development for a leading email marketing platform during the early growth of the industry.
- Helped organizations and agencies implement scalable email marketing strategies.

MailPrint | Sales & Marketing Manager

2000 – 2002

- Sold commercial printing and direct marketing services including database marketing, offset printing and variable data/digital printing and mailing solutions.

Elledge Photographic Lab Inc. | Founder & President

1989 – 1999

- Founded and scaled a nationally recognized photofinishing lab and studio at age 24.
- My commercial photography has been published on a global scale and magazine covers
- Ranked by Kodak as one of the top three photofinishing labs worldwide.
- Generated more than \$10 million in revenue prior to successful exit.

CERTIFICATIONS & TECHNOLOGY

- AIG Certified — Outskill (August 2025)
- Vibe Coding & API Integration
- AI Workflow Automation | Chatbots and Voice Agents
- Marketing Automation Platforms: Eloqua, ExactTarget, GoHighLevel, Dot Digital,
- CRM Integration | Cold Email Infrastructure | Intent Data Platforms

CAPABILITIES & TECHNOLOGY STACK

Tools, platforms, and proprietary solutions powering client results

ContentDoctor.ai

This patent-pending AI-powered platform runs deep assessments of your content by job role, sales stage, product, service, relevance, AI Readiness, industry, and channel partners. It also performs competitor content assessments and helps you close content gaps using your existing content and brand guide as a living knowledge base so your library works harder without starting from scratch.

GHL (GoHighLevel CRM) — Including AI Chatbots & Voice Agents

This enterprise-grade CRM comes with complete marketing automation capabilities, unlimited users, and built-in automations that replace up to 13 separate point solutions. Native AI chatbots and voice agents are deployed directly within the platform to handle lead qualification, appointment setting, and follow-up around the clock. Other CRMs and marketing automation platforms are fully supported.

Website Visitor Identification

This technology de-anonymizes website visitors by name and email address, plus up to 38 additional attributes — including physical address, estimated age, income, net worth, homeowner status, marital status, and presence of children. The result: people who browse your site and leave without converting are automatically identified and dropped into personalized email lead nurture sequences, turning lost traffic into live pipeline.

Person Level Advertising

This intent data solution identifies in-market prospects actively searching for your products and services online, then uses that signal to build hyper-targeted custom audiences inside your Meta and Google Ad campaigns. You stop guessing who to target and start advertising to people already raising their hand.

Global B2B Database — Powered by RampedUp.io

Through a strategic partnership with RampedUp.io, we have access to over 800 million global contact records giving your outbound programs the reach and precision needed to hit any market, vertical, or persona at scale.

Cold Email Platform

A complete cold email infrastructure from the ground up from purchasing and configuring email accounts, email warming, deliverability optimization, and full campaign automation. This platform allows you to scale outreach efforts methodically while staying out of spam folders and protecting your sender reputation.

Synthetic Research Lab

This AI-powered platform creates multiple personas and cohorts and runs them through structured market research surveys delivering an 85–92% accuracy rate at a fraction of the cost of traditional research studies. It's ideal for rapid market validation, messaging tests, and persona development without the lag or expense of conventional research.

Role Trigger (Trigger Trackr)

This technology scrapes job boards by keywords and phrases to surface companies actively hiring for roles that signal a buying moment. It then identifies key decision-makers at those organizations and appends verified contact information, ready to feed directly into cold email sequences or targeted ad campaigns.

Design Services

An offshore design team was built to save clients' money without sacrificing quality. Services span from simple brochures and flyers to complex multi-page whitepapers, sales decks, and full web development projects delivering agency-level output at a fraction of agency pricing.

Marketing Strategy

With 35+ years in business, starting at age 24 in 1989 and a track record of helping grow companies across multiple industries, this isn't theory. Every strategy is grounded in real-world experience, focused relentlessly on driving revenue, and built to produce results fast. We don't just consult, we build, run, and optimize the systems that move the needle.