

Shawn Burns

MARKETER & BUILDER

Full-stack marketer and two-time founder. I run growth end to end and build the software behind it. Two live SaaS platforms with 5,000+ users today, after scaling a content portfolio past \$1M in earlier ventures.

EXPERIENCE

Founder · Two-sided SaaS — Scrivy + BookmarkBug

2024 - Present · Franklin, MA

- Operate two live platforms serving 5,000+ users at minimal overhead; run growth, product, and operations through a fleet of custom Claude Code agents.
- Scrivy: marketing-tools SaaS for Amazon KDP authors (listing optimization, keyword tracking, ARC distribution) on a split review-fee plus subscription model, with paid and organic acquisition tuned for healthy ROAS.
- BookmarkBug: two-sided reader app built end to end with Claude Code; Tremendous payouts and an AI compliance pass that overlays manuscript against review to cut moderation overhead.

Founder · Content & Affiliate Media

2016 - 2023 · New York, NY

- Scaled five content-driven web properties to \$1M+ in combined annual revenue through technical SEO, affiliate monetization, and audience development; flagships ToolsOfMen.com and Createlet.com ranked among the largest in their niches.
- Produced 500+ long-form articles on n-gram and search-intent frameworks; managed 25+ affiliate partnerships across Impact, Rakuten, ShareASale, CJ, and Skimlinks.
- Built proprietary Python analytics for forecasting and automated reporting; adapted through major Google algorithm shifts before winding down.

Senior Marketing Manager → Marketing Manager · Prognos Health

2013 - 2016 · New York, NY

- Led a website redesign and SEO program delivering +100% monthly visits and +250% page views in six months.
- Built investor and client decks with the CEO and CFO supporting a \$20.5M Series C round.
- Stood up HubSpot automation, nurture campaigns, and CRM integration; unified web and print branding for enterprise pharma buyers.

Marketing Manager → Delegate Sales Manager · CraigMichaels Inc.

2010 - 2013 · New York, NY

- Ran five-figure monthly Google, LinkedIn, and Facebook budgets to C-suite audiences; achieved +500% CTR through systematic A/B testing.
- Launched 12 custom event websites with an external development firm; promoted from sales within a year on revenue contribution.

Financial Aid (Assistant → Counselor → Manager) · University of South Florida

2006 - 2010 · Tampa, FL

- Promoted twice; trained regional campuses on complex financial-aid processes with a reputation for accuracy and detail.

CAPABILITIES

Growth— Technical & content SEO, paid media (Google, Meta, LinkedIn), lifecycle & email, digital PR, affiliate.

Build— Full-stack web (Next.js), Claude Code agent systems, Python analytics, conversion & UX.

Brand— Visual & web design, messaging & copy, video, investor & sales decks.

EDUCATION

MBA, University of South Florida 2008

BS, Marketing, University of South Florida 2006

Franklin, MA

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