Alexander M. Deyo

Entrepreneur · AI Builder · Brand Strategist · Veteran

Professional Summary

Entrepreneur, AI builder, and brand strategist with 30+ years of cross-functional experience spanning restaurant operations, financial services, trade show production, media, and technology. Founded and shipped ListWorx — a full-stack SaaS platform built from scratch using React, Supabase, Stripe, and the Anthropic Claude API, with live users and production billing. Led FOH/BOH restaurant operations managing 70+ staff across multiple locations for 7+ years. Holds Series 6 and Series 7 securities licenses. Produced large-scale events at CES and MAGIC through GES Exposition Services. Manages original AI-powered content through Alex Deyo Productions. Brings the leadership depth, sales instincts, creative execution, and technical fluency to build and run a modern marketing organization from day one.

Entrepreneurship

Founder & CEO 2024 – Present

ListWorx — listworx.co

- Built and shipped a full-stack national contractor network platform from zero — no prior software development experience — using Claude Code, Next.js, Supabase, Netlify, and Stripe with live billing in production
- Designed the network model from scratch: contractors pay a flat monthly membership for territory-locked positioning — no lead auctions, no referral fees, no bidding — a direct counter-positioning to Angi, Thumbtack, and HomeAdvisor
- Built IronClad Standards — the vetting and credentialing framework governing every contractor in the network — and architected a tiered Founding Partner program with rate locks, territory reservation by trade and county, and badge credentialing
- Built admin CRM, contractor vetting workflows, transactional email system, newsletter infrastructure, Stripe subscription billing, and automated onboarding flows entirely without a technical co-founder
- Developed the full go-to-market strategy — national network positioning, messaging framework, America 250 campaign, and a contractor-empathy-first content approach built to create pull rather than push

Founder & Executive Producer 2023 – Present

Alex Deyo Productions

- Produces original AI-powered content across YouTube and social media, including "From Scratch: American History Through Food" — cornbread episode became most-viewed in its category shortly after posting
- Full production pipeline: scripting, AI video generation (Agent Opus, Higgsfield, InVideo.ai), voice synthesis (11 Labs), editing, and publishing — managed independently
- Produced animated brand content for multiple clients using AI production pipeline
- Provides commercial video, photography, drone cinematography (FAA Part 107), and livestream production

Marketing & Brand Strategy

Brand Strategist & Marketing Director 2023 – Present

ListWorx / Alex Deyo Productions

- Positioned ListWorx as the national alternative to lead marketplaces — built the brand around trust, vetting, and network membership rather than volume and auctions
- Developed full go-to-market strategy: national network messaging, IronClad Standards brand, Founding Partner campaign, and America 250 patriotic launch tie-in
- Built complete brand standards: visual identity system, color palette, tone of voice guide, IronClad badge system, and Founding Partner credentialing hierarchy
- Produced competitive positioning strategy differentiating ListWorx from Angi, Thumbtack, and HomeAdvisor — quality-over-volume, flat fee vs. pay-per-lead, network vs. directory
- Experience in large-scale experiential/event marketing through trade show production at MAGIC Marketplace and CES (Consumer Electronics Show)

Restaurant Operations & Management

Associate Manager ~7 Years

Perkins Restaurant & Bakery / Marie Callender's — Minnesota

- Managed full FOH and BOH restaurant operations for a high-volume family dining chain with a team of 70+ employees
- Responsible for all hiring, onboarding, performance reviews, scheduling, and terminations
- Maintained full P&L accountability — food cost, labor cost, daily financial reporting, and variance analysis
- Managed vendor relationships, supply ordering, and inventory controls
- Trained staff on service standards, safety protocols, and brand consistency
- Coordinated operations across peak service periods with consistent quality and speed of service

General Manager Sep 2017 – Feb 2018

Jimmy John's

- Led full store operations for a $1.8M location with 15+ employees
- Improved revenue, reduced labor inefficiency, and elevated operational standards
- Managed hiring, training, scheduling, and staff development
- Handled customer escalation and maintained brand, food safety, and service compliance

Owner, Chef & General Manager

Wrapanini's — Minnesota (Family-Founded Quick Serve)

- Founded and operated a quick-serve pizza and grilled wrap restaurant — handled every aspect of the business from concept to daily execution
- Developed the full menu: recipes, pricing, portioning, and seasonal offerings
- Managed all vendor procurement and supplier relationships — sourcing ingredients, negotiating pricing, and maintaining supply continuity
- Oversaw full P&L responsibility — revenue tracking, cost controls, food cost percentage, labor management, and profitability
- Led advertising and local marketing efforts to drive foot traffic and brand awareness
- Managed, trained, and scheduled staff while working the line alongside the team
- Handled customer service, quality control, and daily operations end to end

Sales, Finance & Corporate

Insurance Agent — Series 6 & 7 (Formerly Licensed) c. 2000

Mass Mutual Life Insurance

- Formerly licensed FINRA Series 6 and Series 7 securities agent (licenses held through ~2000, not currently active)
- Sold life, disability, and investment products to individuals and businesses
- Built consultative sales skills in a highly regulated, high-accountability financial environment
- Managed full sales pipeline from prospecting through close and policy servicing

Global Trade Operations

Piper Jaffray (now Piper Sandler)

- Executed international securities transactions at one of the nation's leading investment banks
- Managed client-facing trade documentation, compliance reporting, and transaction accuracy
- Operated in a zero-error financial environment with strict regulatory accountability

Head Sales Coordinator 2000

Lady Luck Casino — Las Vegas, NV

- Coordinated sales operations and high-value guest services in a fast-paced casino environment
- Managed VIP clientele relationships and coordinated high-value account fulfillment
- Developed promotional strategies and applied B2B sales development techniques

Customer Service Representative — Electrical Division

GES Exposition Services (Global Experience Specialists) — Las Vegas, NV

- Supported large-scale trade show production for MAGIC Marketplace, CES (Consumer Electronics Show), and other major Las Vegas conventions
- Coordinated electrical services and exhibitor support for events drawing tens of thousands of attendees
- Managed on-site client relationships and rapid problem resolution in high-pressure event environments
- Gained direct experience in large-scale experiential marketing, event logistics, and vendor coordination

Media Production & AV

Owner / Photographer / Media Specialist Dec 2024 – Present

Alex Deyo Productions

- Produce corporate videos, AI-generated content, promotional material, and photography for business clients
- Provide drone cinematography and aerial media for commercial use (FAA Part 107)
- Handle end-to-end production: planning, shooting, lighting, recording, editing, and delivery
- Manage project timelines, client communications, and final deliverables

Audio Visual Technician (Volunteer) Jan 2023 – Nov 2025

Hillspring Church

- Operated cameras, audio boards, lighting, and livestream systems for weekly services
- Upgraded church video and streaming workflow by implementing new software and hardware
- Set up and monitored ProPresenter, OBS/ATEM Mini, PTZ cameras, and multi-camera switcher systems

Transportation & Logistics

CDL Truck Driver 2025 – Present

Second Harvest Food Bank — Nashville, TN

- Operates commercial distribution routes across the Nashville region
- Maintains strict schedule compliance, DOT safety standards, and professional conduct daily

Truck Driver May 2019 – Jan 2026

IDI Distributors

- Maintained a multi-year accident-free record across Class A/B commercial vehicles
- Delivered products to contractors across four states with strong accuracy and communication
- Recognized company-wide for professionalism, reliability, and client trust

Truck Driver Jun 2018 – May 2019

Trillium Staffing Solutions

- Supported logistics for Arctic Glacier and Duke Construction
- Managed relationships with major accounts including Walmart and Target

Military Service

Airman First Class (E-3) — Egress Systems Apprentice May 1996 – Nov 1996

388th Fighter Wing · Hill Air Force Base, Utah

- Trained as an Egress Systems Apprentice — maintenance, inspection, and safety of F-16 aircraft ejection and escape systems
- Operated in a zero-defect, safety-critical environment where precision and accountability are non-negotiable
- Medical discharge · 20% VA disability rating · Service Honor

Education

Brown College 1998 – 2000

A.S., Management and Information Systems

Certificate in Broadcast Television and Radio Communications. GPA 3.2.

Interstate Truck Driving School 2014

CDL Class A Certification

Achieved 100% passing score on CDL Class A License Exam. Studies included HazMat, FMCSA standards, combination vehicles, and safe backing maneuvers.

Licenses & Certifications

FAA Part 107 Remote Pilot Certificate Mar 2022

Federal Aviation Administration

FINRA Series 6 & Series 7 (Formerly Licensed) Expired

Mass Mutual Life Insurance — held through c. 2000

CDL Class A 2014

State of Tennessee

Skills

AI & Technology — ListWorx Build: Claude (Anthropic API) · Claude Code · React · Supabase · Netlify · Stripe (Live Mode) · GitHub · Webhook Architecture · PostgreSQL · Row-Level Security · CI/CD Pipeline · SaaS Product Development · Bolt · ChatGPT · Perplexity · AI-Assisted Development

AI Content & Video Production: Agent Opus · Higgsfield · InVideo.ai · 11 Labs · Midjourney · AI Video Generation · AI Voice Synthesis · Generative AI Content · YouTube Strategy

Sales & Marketing: Brand Strategy · Go-to-Market Planning · Guerrilla Marketing · Campaign Development · Sales · B2B Marketing · Customer Relationship Management (CRM) · Copywriting · Social Media Strategy · Multi-Channel Marketing · Event Marketing

Media & Production: Video Production · Video Editing · Photography · Real Estate Photography · Drone Cinematography · Livestream Production · Adobe Premiere Pro · Adobe Photoshop · Adobe Lightroom · Adobe Illustrator

AV & Broadcast: ProPresenter · OBS / ATEM Mini · PTZ Camera Systems · Multi-Camera Switching · Audio Visual · Livestream Production

Leadership & Operations: Team Management (70+ Staff) · Hiring & Onboarding · P&L Management · Restaurant Operations · Vendor Management · Budget Control · Staff Development · Coaching · Project Management

Finance & Compliance: Securities Sales (formerly Series 6/7) · Global Trade Operations · Financial Reporting · DOT Compliance · CDL Class A

References

“I have had the pleasure of working with Alex Deyo at IDI Distributors for almost five years. Alex consistently goes above and beyond for everyone he works with. We work very closely on large trainings and other events at Corporate, and Alex always helps with anything that needs to be done in a timely manner, and always has a smile on his face! He is extremely thorough and does any job at the highest level.

I would highly recommend Alex for any job, as he is a man of integrity and has SO many talents. He is a wonderful chef and photographer. We have bbq's in the summer, and he always spends hours preparing food to make sure his dish is the BEST! He has also shown me many of the photo's he has taken with his camera or drone, and they are magnificent. Alex is going to take my family photoos this summer. He is a professional!

Again, I would have no hesitation in recommending Alex Deyo for any job, because of his integrity, work ethic and character! He's one of a kind!!!”

Danette Daniels
Executive Assistant · IDI Distributors Inc.
FORMER COLLEAGUE

“As the Corporate Warehouse Manager at IDI Distributors, I have had the pleasure of overseeing Alex for 6+ years. After starting as a Temporary driver, I was quickly able to see that he belonged on our team and was able to hire him on as a full time IDI employee just before his contract was up. He quickly adapted to our team and has been a key contributor in his time with IDI.

During our time together at IDI distributors Alex has been more than just a delivery driver. He has helped to fulfill orders, load/unload trucks with a forklift, kept tabs on company swag inventory and shipping, and he was always willing to help wherever needed throughout our organization. There was never a job to big or small. If I were to ask Alex to do something, he would get it done. His punctuality and attention to detail were key contributors to his daily success.

I am confident that Alex will be a great fit for any company that is looking to add a top-notch employee to their team. He is a man of many skills and life experiences which I believe gives him his drive to be successful.”

Michael Liestman
Corporate Distribution Center Manager · IDI Distributors, Inc
FORMER MANAGER