

Grady Davis

Founder, Syndicate Holdings Group · Marketing & *creator commerce*

Spartanburg, SC · works remotely
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Marketer and operator who builds the marketing and the sales engine behind brands on social. I founded Syndicate Holdings Group in 2019 and run its two brands: **Creator Ops Media**, which drove more than **\$10M in TikTok Shop GMV**, and **Syndicate Marketing**, its social media and business marketing group. In 2024–25 I worked closely with TikTok and ByteDance, leading classes for smaller agencies and testing new TikTok Shop features first. Before that, seven years of leading retail, operations and partner teams of up to 50.

MARKETING & COMMERCE

Founder & Managing Principal

2019 — PRESENT

Syndicate Holdings Group LLC · Spartanburg, SC · Remote

- Founded the holding company behind Creator Ops Media and Syndicate Marketing. Lead strategy, client relationships and brand standards across both.
- Built a remote-first company with shared playbooks for commerce, content and marketing.
- Help founders and local businesses bring ideas to life, from positioning and launch plans to first sales.

Founder & Lead TikTok Shop Strategist

CONSULTING SINCE LATE 2026

Creator Ops Media · TikTok Shop agency, now a consultancy

- Drove **more than \$10M in TikTok Shop GMV** for brands including **Intake Breathing** and **Rap Snacks**.
- Ran the whole TikTok Shop engine for clients: shop setup, affiliate and creator programs, live shopping and short-form content made to convert.
- 2024–2025**: worked closely with **TikTok and ByteDance** to help smaller, incubated agencies succeed, leading classes and coaching teams through launches and creator programs.
- Among the **first to test new TikTok Shop features** before wider release, and brought the lessons back into client playbooks.
- Late 2026: moved to a consulting model with 1:1 TikTok Shop strategy sessions at \$150/hr.

Founder

SYNDICATE MARKETING

Syndicate Marketing · Social media & business marketing

- Built the group responsible for all social media and business marketing across Syndicate's brands and clients.
- Plan and run content calendars, brand presence and audience growth, paired with Creator Ops Media's commerce work so audiences turn into sales.

OPERATIONS & LEADERSHIP

General Manager · 7-Eleven

FROM FEB 2023

Ran a Spartanburg store end to end: team, inventory, sales and customer experience.

Manager, Dealer Relations · American Credit Acceptance

MAR 2022 — FEB 2023

Grew the dealer partner network 10% in 12 months. Ran KPI-driven business reviews, trained partner teams and streamlined onboarding.

Security Supervisor · Securitas

FEB 2021 — MAR 2022

Led a team of 50 at a distribution warehouse and built the training program for new officers.

PM Assistant Manager · Circle K

JUL 2018 — FEB 2021

Supervised 25 at a high-volume store. Helped plan sales strategies and promotions, tracked results with POS data.

Shift Lead · Dollar General, Gaffney, SC

JUL 2016 — MAR 2018

Led a team of 9. Visual merchandising, in-store promotions and stock.

\$10M+ TikTok Shop GMV	2019 Founded Syndicate
2024–25 Worked with TikTok & ByteDance	50 Largest team led

SKILLS

Commerce & creators

TikTok Shop strategy

Shop setup & launch

Affiliate & creator programs

Live shopping

GMV growth

Social & content

Social media management

Short-form video

Content calendars

Brand building

Audience growth

Growth & partnerships

Business development

Partner management

KPI reporting

Client consulting

Teaching & workshops

Leadership & ops

Team leadership

Training & onboarding

Merchandising & promotions

Cost control

CRM & sales data

EDUCATION

Bachelor of Business Administration

Limestone University · Gaffney, SC

WORK WITH ME

TikTok Shop consultations through Creator Ops Media, \$150/hr. **Marketing** through Syndicate Marketing.

Book at stusyn.com/contact.html