Kevin Downs
Portfolio: kevin-downs.com
Email: k@upsand.com
linkedin.com/in/kevin-downs
(321) 209-4455
Schedule interview

Professional Profile

The perfect blend of technology and marketing, with the buyer insight of a former solutions architect and a track record of growing B2B software revenue. I show technical buyers why a product is worth choosing and create content that supports product launches, equips sales teams, and attracts the right customers.

Marketing Skills & Technology

- Account-Based Marketing
- AI Workflow Automation
- Analyst Relations
- Audience Segmentation
- Ideal Customer Profile
- B2B SaaS Marketing
- Brand Strategy
- ChatGPT & Codex
- Competitive Analysis & Differentiation
- Content Strategy & Technical Content Marketing
- Cross-Functional Leadership
- Demand Generation & Paid Acquisition
- Developer Marketing
- Go-to-Market Strategy
- Google Analytics 4 (GA4)
- Google Tag Manager (GTM)
- Marketing Analytics
- Mixpanel
- Partner Marketing
- Positioning & Messaging
- Product Launches
- Product-Led Growth
- Sales Enablement
- Stripe

Professional Experience

Sevalla | Head of Marketing Jan 2026 - Present

- **Increased monthly gross revenue by 141%** in my first nine months.
- **Grew Sevalla's ideal-fit customer base by 75%**, shifting acquisition strategy toward production-ready customers rather than maximizing signup volume.
- **Repositioned and relaunched** Sevalla to reach teams running production apps, creating eight use case pages. Paid invoices rose 3.9% in the launch month, and the relaunch helped attract better-fit customers who increased their monthly spend over time.
- **Directed go-to-market strategy** across product launches, paid acquisition, SEO, technical content, partnerships, and developer campaigns. Audited marketing spend and closed the fiscal year 9.2% under budget.
- **Applied AI and automation to marketing operations**, accelerating technical content analysis, website audits, customer research, and data-driven decision-making.

Symbio | Contract: Product Marketing Lead Apr 2024 - Mar 2026

- **Created** joint positioning, messaging, and sales content, including solution briefs, case studies, whitepapers, eBooks, and decks, for cloud partners and enterprise buyers.
- **Built and rolled out** targeted sales GTM enablement assets, including persona-based messaging guides and outbound campaign sequences.

Hydrolix Inc. | Head of Product Marketing Jul 2023 - Dec 2023

- **Built Hydrolix's foundational messaging** from the ground up, owning positioning, messaging, sales decks, demo videos, competitive whitepapers, and launch collateral.
- **Created core content assets,** including security and privacy one-pagers and press releases, while supporting sales, partner marketing, and global events.

New Relic | Product Marketing Director Apr 2017 - Apr 2023

- **Built and managed the team** that created the **New Relic Cloud Adoption Framework**, establishing a new market narrative around cloud migration through solution selling.
- **Helped relaunch New Relic's infrastructure UI,** which reached 80% adoption in two months.

Hewlett-Packard Enterprise | SaaS Solution Architect 2014 - 2016

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Certifications

Cloud Certifications:	AWS Certified Solutions Architect Professional and Associate AWS Certified Developer Associate AWS Certified SysOps Administrator Associate AWS Certified Cloud Practitioner Foundational
AI Certifications:	Prompt Engineering for ChatGPT ChatGPT Advanced Data Analysis Trustworthy Generative AI Creating Your Own Custom AI Assistants Generative AI for Leaders GPT Vision: Seeing the World through Generative AI ChatGPT & Zapier: Agentic AI
Marketing Certifications:	Content Marketing

Education

DeVry Institute of Technology
Bachelor of Science Degree in Computer Information Systems

Endorsements

“Kevin is an experienced, thoughtful, and team-first technical marketing, strategy, and services professional with deep expertise in public cloud infrastructure. He knows the landscape and understands what customers are trying to do with compute, networking, and storage to help their businesses. Kevin knows his way around both virtual and physical data centers, serving as mentor, advisor, and SME to teammates, customers, and partners.”

- Jon Rooney, Vice President, Product Marketing

“Here are some things I know from my 2+ years working with Kevin Downs. First, he delivers results: Not only does he deliver them reliably, consistently, and with a depth of insight only years of experience can bring, he delivers them in a way that is calm, assured, complete, and competent. Every. Single. Time.”

- Leon Adato, Principal Technical Marketing Engineer

“I worked with Kevin during New Relic's relaunch of their Infrastructure Monitoring product. He is by far one of the most talented and well-informed Product Marketing Managers that I've ever had the privilege to work with. His positive attitude and cheerful demeanor always made our collaborations enjoyable, and I was incredibly fortunate to benefit from his years of experience working with infrastructure monitoring solutions and related platforms. Kevin is the type of leader any company would be proud to have among their ranks, and I cannot recommend him strongly enough.”

- Aaron Pacheco, CEO & Founder / Product Management