

KEVIN DOWNS

(203) 940-1439, kwdown20@gmail.com, Boston, MA,

SKILLS

- GTM Tools: Clay, HubSpot, Storylane, Salesforce, LinkedIn Sales Navigator, QuotaPath, Stripe, PandaDoc, Intercom, Userpilot
- RevOps: Sales processes, deal desk, pipeline management, enablement
- Data & Reporting: Excel, data analysis, Sigma/Tableau
- Collaboration: Cross-functional projects, sales-marketing alignment, demand generation

PROFESSIONAL SUMMARY

Revenue Operations professional with deep experience in sales operations, analytics, and GTM system ownership. Skilled in designing scalable processes, building actionable reporting, and deploying automation to improve Sales, Marketing, and CS performance. Expert in HubSpot, Clay, Storylane, Salesforce, and Relevance AI—leveraging AI-driven workflows to enhance lead qualification, prospecting, and overall GTM efficiency.

EXPERIENCE

Senior Revenue Operations Specialist, Jan 2025 - Current

doxy.me, Boston, MA, USA

- Own and optimize the full GTM tech stack (HubSpot, Clay, Relevance AI, Storylane, LinkedIn SN), improving data quality, automation, and workflow efficiency.
- Improved sales processes and qualification logic, contributing to a 20% increase in closed-won rates.
- Built forecasting inputs and GTM systems that supported 20% ARR growth QoQ for four consecutive quarters.
- Implement AI-driven workflows using Clay and Relevance AI to enrich leads, streamline forecasting, and reduce manual effort across Sales and CS.
- Drive product-led growth initiatives that increase activation and support scalable PLG revenue.
- Partner with leadership on pipeline and revenue analysis to inform GTM strategy and execution.

Sales Operations Specialist, Mar 2024 - Dec 2024

doxy.me, Boston, MA, USA

- Developed and implemented scalable sales processes, improving team efficiency and consistency, driving 20% QoQ ARR growth for three consecutive quarters.
- Built and optimized reporting systems, enabling data-driven decisions that improved forecast accuracy and performance tracking across commercial teams.
- Designed and launched a deal desk system, reducing deal cycle time by 15% and streamlining deal management for Sales and CSM teams.
- Analyzed sales and revenue performance, identifying growth opportunities that directly contributed to new business pipeline expansion.
- Served as HubSpot administrator, ensuring smooth CRM operations, adoption, and maintaining high-quality data across all sales processes.
- Managed and optimized sales enablement tools, including Clay and LinkedIn Sales Navigator, enhancing sales productivity and lead conversion rates.

Senior Sales Associate, Oct 2021 - Feb 2024

Criteo, Boston, MA, USA

- **Salesforce Certified Administrator:** Serve as primary contact and power user for the US Sales Team, creating and implementing reports and dashboards for the VP of Sales.
- **Salesforce Support:** Assist Sales leadership with ad hoc projects, pipeline reviews, data cleaning, and data migration. Conduct New Hire trainings, educating Account Executives on Salesforce and sales processes.
- **Analytics:** Perform monthly and quarterly analysis of inbound leads, offering actionable insights to enhance lead generation strategies.
- **Marketing Collaboration:** Partner with Marketing to optimize demand generation strategies, analyze performance results, and contribute to enhancing current tactics.

Sales Associate, Feb 2020 - Oct 2021

Criteo, Boston, MA, USA

- Managed North American inbound leads, streamlining routing and qualification processes.
- Led team consolidation and provided guidance, reporting directly to the Sales Director.
- Produced Excel-based performance reports, tracking progress and identifying trends for strategic insights.

Sales Development Representative, Apr 2019 - Dec 2019

Pitchbook Data, New York, USA

- Assisted Outside Sales Team by converting inbound leads into introductory demonstrations.
- Collaborated closely with account executives to understand prospect needs.
- Achieved daily, weekly, and monthly demo goals, providing excellent prospect experience.

EDUCATION

Bachelor of Arts: Economics and Statistics

St. Lawrence University, May 2018

Presidential Scholarship as well as a 4 year member of the Football team.

WEBSITE, PORTFOLIO AND PROFILES

www.linkedin.com/in/kevin-downs-/

CERTIFICATIONS

Salesforce Certified Administrator, Boston, MA, 12/23