

Kamden Schewitz

Product Marketing Manager

WEBSITE



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As a technical product marketer, I specialize in helping organizations deliver the value of their hard-to-market products to various audiences through the creation and execution of marketing strategies that apply differentiated messaging across multiple mediums to deliver the right message to the right people.

Industry: Information Technology | **Technology Focus:** SD-WAN, SASE, 5G FWA, IoT, Network Automation, SSE

PROFESSIONAL EXPERIENCE

Product Marketing Manager, Cisco

Aug 2022 - Present

- Define, create, and execute the **marketing strategy** for two product lines totaling \$2.5B in annual recurring revenue.
- **Create** and maintain product **content for** various audiences, including **partners, sellers, customers, and analysts**.
- Evangelize **product and feature releases** through live webinars, in-person presentations, and interactive demos.
- Develop competitive **messaging** and **positioning** based on changing market trends and customer feedback.
- **Enable sellers and partners** on product launches and feature releases to **drive go-to-market strategy** and execution.
- Collaborate with **product and sales executives** to overcome business obstacles, retain market share, and expand.

Paid Media Marketing Specialist, Cisco

May 2022 - Aug 2022

- Served as a data analytics consultant; helping channel owners understand the performance of ongoing campaigns.
- Visualized paid media metrics and delivered my findings during monthly business reviews with senior leadership.
- Assisted the Head of Paid Search in the creation of a digital campaign strategy to promote hybrid work solutions.

Demand Generation Intern, Workiva

Jan 2022 - May 2022

- Automated drip campaign sequences to attract our top 100 customers to cross-sell and up-sell opportunities.
- Owned the creation, launch, and analysis of landing pages for cloud solutions targeted toward the SLED audience.
- Facilitated omnichannel lead generation campaigns to drive demo requests, click-to-chats, and form fills.

Industries Marketing Specialist Intern, Cisco

May 2021 - Aug 2021

- Researched market trends, competitive positioning, and customer buying habits for Cisco's small business solutions.
- Delivered presentations on how our top competitors were enabling small businesses during the COVID-19 pandemic.
- Collaborated with senior leadership on a refined strategy for targeting down-market networking customers.

Digital Content Associate, Zuryc (MSP)

Jan 2021 - May 2021

- Established updated brand and content templates to streamline the creation of collateral for the marketing team.
- Updated the copy, design, and readability of short and long-form content across seven different product pages.
- Created multiple customer stories for industry-specific landing pages used in account-based marketing efforts.

EDUCATION

University of North Carolina at Charlotte | Charlotte, NC

Bachelor of Science in Marketing Analytics, Minor in Management Information Systems

- Belk College of Business Student Mentor
- American Marketing Association