

Derek MacDonald

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I'm a GTM Strategy & Revenue Operations Leader with 15+ years driving strategy, operational architecture, and program adoption across complex organizations.

HOW I ADD VALUE:

- My best work happens when translating strategy into workflows that teams actually use to drive measurable outcomes.
- Leading cross-functional rollouts of business growth strategies and marketing systems, using my unique background in Revenue Operations (RevOps), Go-to-Market (GTM) systems, and Enablement program management.

MY KEY ACCOMPLISHMENTS:

- Generated 93% user adoption and \$25M revenue through national rollout of two enablement platforms, establishing AI-integrated governance, standards, and distribution workflows as former Head of National Enablement at a \$1B firm.
- Drove 30%+ lift in campaign conversion by tightening narrative clarity (message hierarchy, audience tension, voice consistency) across assets and lifecycle sequences as a former Digital Marketing & RevOps Consultant for Hubspot's Elite solution partner agency.
- Built and sustained a voice-led editorial system producing 500K+ words across formats in two years, demonstrating scalable narrative governance without degradation of voice and achieving ~300% compounded YoY audience growth as the Director of Marketing Operations for *Unobstructed*. Initially developed as launch strategy for product-focused enablement program, my system preserves brand integrity across formats.

EXPERIENCE

Director of Marketing Strategy & Operations (Head of Editorial & Publishing Strategy) | Unobstructed, Burlington, VT

(multimedia literary magazine & podcast, top 10% most-shared show on Spotify in its first year)

November 2024 - Present

- Own editorial direction, strategy, and operations for a multi-platform publishing system (daily emails, weekly essays, monthly podcast), sustaining cadence and voice consistency across ~500K total words written over two years.
- Designed and operated a high-discipline editorial engine across channels with documented standards, revision workflows, and performance tracking.
- Built a consistent editorial voice across formats (newsletter, social, audio) with repeatable frameworks and standards that protect voice and scale distribution.
- Established content ops that scale without flattening voice: publishing templates, revision processes, and workflow automations.
- Designed and built website infrastructure and content operations inside HubSpot, Substack, Wordpress, Zapier (tagging, automation, segmentation, reporting).
- Developed and tested editorial operating models that improve decision-making and conversion outcomes through message-system optimization, later deployed inside SaaS and services organizations.

National Program Director (Head of National Enablement Strategy & Operations) | OneDigital, Atlanta, GA

(\$1B employee benefits, HR consulting, M&A, retirement & wealth, and PEO advisory firm)

September 2022 - November 2024

- Led national rollout of AI-integrated enablement platforms by sequencing adoption across teams, defining utilization metrics, and building operational playbooks that drove 93% user adoption.
- Designed operational tracking system that connected content performance to pipeline through measured feedback and influenced \$25M in revenue.
- Developed ticketing, governance, and operational frameworks for agentic knowledge repositories, training workflows, and adoption measurement systems that protected voice and compliance at scale and resulted in \$2.6M annual savings.

Digital Marketing Consultant | New Breed, Burlington, VT

(Hubspot's Elite solution partner agency)

May 2021 - July 2022

- Led ICP research and full-funnel editorial strategy, translating audience insight into narrative frameworks across web, email, and enablement; 30%+ conversion lift.
- Built a company-wide QA process to cut time-to-value by 75%.

Operations Manager, Roadhouse Brewing Co. | Fine Dining Restaurant Group, Jackson, WY

(Award-winning collection of seven Jackson Hole restaurants and vendor distribution partners)

May 2020 - May 2021

- Developed, implemented, and optimized service model that leveraged content marketing, sales enablement, and performance training to generate revenue growth during COVID.
- Created “New Beer Alert” and “MySeltzy” demand generation campaigns using sales, labor, product, and market reporting to supplement wholesale and distribution relationships and increase growth in emerging markets.
- Designed go-to-market strategy and buyer’s journey for RBco and Tap Room that used consumer insights and behavior trends to inform product positioning and increase sales month-over-month.

Revenue Operations Consultant (RevOps) | Ridgeback Media, LLC., Jackson, WY

(Independent consulting in parallel with seasonal employment leading backcountry expeditions and coaching as a certified ski and snowboard instructor)

January 2018 - April 2020

- Built narrative strategy and content systems for B2B/B2C clients: message hierarchy, editorial pillars, and cross-channel publishing workflows.
- Drove demand generation, product, and go-to-market strategies that aligned full-funnel conversion for both sales-led and product-led motions to generate an increase in unique site visitors across 21 countries globally.
- Implemented technical, customized systems of scale using strategies that optimized processes through digital transformation to streamline effective content creation frameworks and drive lead generation.

Lead Generation Manager | NOLS, Lander, WY

(Global non-profit focused on wilderness skills, leadership development, and environmental stewardship)

December 2016 - December 2017

- Introduced new land-and-expand growth strategy to elevate cross-sell and up-sell motions for new and existing business by training team members on newly developed sales sequencing, creating team-wide adoption that led to increased lead generation, full funnel conversion, and revenue growth.
- Created a new conversion rate optimization strategy that leveraged multi-channel narrative + conversion messaging across web, social, email, chat, and print—contributing 2 published stories to *The Leader*—to exceed target KPIs by 300% using buyer persona specific sales sequencing.
- Developed a new marketing event strategy for The Exploration Film Tour, Tales From The Trail, Grit Games, and Semester Course marketing campaigns that focused on promoting diversity, equity and inclusion opportunities in untapped markets to generate 36 new partnerships with organizations that bolstered pipeline growth.

Demand Generation Manager | Movember Foundation, Burlington, VT

(Global non-profit dedicated to raising awareness and funds for prostate cancer, testicular cancer, mental health, and suicide prevention)

October 2014 - December 2016

- Owned go-to-market, editorial, and partnership strategies that leveraged earned media spots in the Vermont Cynic, radio, web, and on NBC5-WPTZ TV to increase funds raised from 2014-2015 by over 300% and broaden partner network 700% year-over-year.
- Developed and implemented lead generation, conversion rate optimization, and sales enablement processes by establishing sales sequencing for buyer personas and ideal company profiles to increase leads and bolster pipeline growth.

Marketing and Sales Operations Manager | ACS, Inc., Burlington, VT

(Door-to-door packing, moving, and storage services for college and boarding schools. acquired by DormRoomMovers in 2017)

August 2012 - October 2014

- Led team members toward data-driven, strategic growth goals by optimizing processes, managing labor reporting, and tracking sales goal accountability that saw 200% growth in new markets and contributed to successful acquisition of the company.
- Crafted growth strategy and marketing funnels that focused on cross-sell and up-sell motions for new and existing business to increase sales and drive revenue growth.

EDUCATION

- University of Vermont | B.S. Public Communication, Burlington, VT
- National Outdoor Leadership School | Semester in The Rockies, Lander, WY

VOLUNTEERING

- Director of Group Staff | HOBY, Waltham, MA | 2010 - Present
- Board of Directors | Carving The Future, Jackson, WY | 2020 - 2021

SKILLS

- Business Impact — Go-to-market storytelling, executive communications, cross-functional alignment, enablement strategy.
- Editorial Leadership — Narrative architecture, voice development, developmental editing, editorial governance, audience growth.
- Content Operations — Systems design, workflow automation, measurement, lifecycle mapping, HubSpot, Wordpress, Zapier, Substack integrations etc...

CABILITIES & TOOLS

- Hubspot, Wordpress, Seismic, Substack, Zapier, Microsoft D365, Salesforce, SharePoint, Google Workplace, Adobe Creative Suite, Mailchimp, Canva, Teams, Slack.