

Derek MacDonald

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I'm a communications and enablement leader who's spent 15+ years building cross-functional strategies and learning environments that people trust to help them navigate complexity.

KEY RESULTS

- Generated 93% user adoption and \$25M revenue through national rollout of two enablement platforms. Oversaw AI-integrated implementation as former National Enablement lead at a \$1B firm.
- Built a multi-platform content operations system, including a top 10% most-shared show on Spotify, that achieved ~300% compounded YoY audience growth and produced 500K+ words across formats in two years.

EXPERIENCE

DMDC Systems LLC dba Unobstructed

Created a multimedia literary magazine & podcast, top 10% most-shared show on Spotify in its first year.

Writer & Systems Consultant

(November 2024 - Present)

- Designed and built website infrastructure and content operations for clients maintaining multi-platform publishing systems (daily emails, weekly essays, monthly podcasts, monthly physical mail club subscriptions) inside HubSpot, Substack, Wordpress, Riverside, and Shopify; using Zapier for interconnected tagging, automation, segmentation, and performance reporting.
- Developed and launched *Substack, Simplified*, a modular, 4 week onboarding program for digital fluency with the backend of Substack so users can focus on creating rather than troubleshooting a tech platform.
- Developed and tested editorial operating models that improve decision-making and conversion outcomes through message-system optimization, later deployed inside SaaS and services organizations.
- Featured storyteller on GBH's *Stories From The Stage* (S9 E14) and 3x Moth StorySLAM finalist.

OneDigital

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

Senior Manager, National Enablement Strategy & Operations

(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 resulted in \$2.6M annual savings.

- Oversaw effectiveness of marketing technology integrations across verticals, products, and solutions to optimize data-backed iterations of 3 new feature releases for our enablement platform.
- Aligned growth strategy with enablement content creation by leveraging relevant insights, behavior trends, VOC data, and customized CRM reporting that allowed our team of 60 to effectively produce playbooks, sales collateral, case studies, and associated content for generating and converting leads.

New Breed Revenue Agency

Hubspot's Elite solution partner agency.

Digital Growth Marketing Consultant

(December 2021 - July 2022)

- Worked cross-functionally with internal and external stakeholders to define, develop, and build full-funnel marketing strategies for the complete customer lifecycle that drove ROI for billion dollar businesses globally — leveraging both sales-led and product-led growth motions.

Copywriter & Digital Content Strategist

(May 2021 - November 2021)

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

Fine Dining Restaurant Group

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

Assistant General Manager

(May 2020 - May 2021)

- Developed, implemented, and optimized service model that leveraged content marketing, sales enablement, and training & development to generate revenue growth during COVID.
- Created “New Beer Alert” and “MySeltzy” demand generation campaigns to supplement wholesale and distribution relationships, increasing 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.

HOBY

Global nonprofit that trains high school sophomores to become effective, ethical, and compassionate leaders.

Director of Leadership Development Staff

(August 2023 - Present)

- Responsible for hiring and onboarding program that yields applications from 30% of prior year’s program attendees with offers extended to 16% of applicants.
- Develop leadership curriculum and train staff on strategies for effective group facilitation

Leadership Development Facilitator

(June 2010 - Present)

- Volunteer of the Year Award - (2026)
- Keynote Speaker (June 2018 - Present)
- Boston Marathon Runner (2021)
- 10 Year Service Award - (2020)

Jackson Hole Mountain Resort

Located in Teton Village, Wyoming, longest continuous vertical rise of any ski area in the U.S.

Certified Ski & Snowboard Instructor, Freeride Coach

(2010 - 2021)

- 12 years as a PSIA L2/AASI L2/AIARE L2 certified snowboard instructor and coach specializing in progression-focused instruction, mentorship, risk mitigation, and decision-making.
- Coached and mentored *Freeride World Tour* Champion snowboard athletes.

Board of Directors, Carving The Future

(2020 - 2021)

Contributor, Jackson Hole Snowboarder Magazine

(2019 - 2021)

Backcountry Trip Leader

(2015 - 2016)

- Guide multi-week wilderness trips in Wyoming, Utah, and Montana.

NOLS

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

Lead Generation Manager

(Dec 2016 - Dec 2017)

- Introduced new land-and-expand growth strategy to elevate cross-sell and up-sell motions for new and existing business, that led to increased lead generation, full funnel conversion, and revenue growth.
- Created a new conversion rate optimization strategy that leveraged multi-channel narrative alignment and exceeded target KPIs by 300% using buyer persona specific sales sequencing.
- Developed a new marketing event strategy that focused on promoting diversity, equity and inclusion opportunities in untapped markets and generated 36 new partnerships.

EDUCATION

University of Vermont | B.S. Public Communication, Burlington, VT

Program Coordinator, Wilderness TREK

- Developed curriculum for facilitation and leadership semester program.

National Outdoor Leadership School

- Semester in The Rockies, Lander, WY