

CAITLIN MCDONALD, MBA

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MARKETING OPERATIONS MANAGER | MARKETING TECHNOLOGY & PROCESS OPTIMIZATION EXPERT

Experienced leader with over 12 years of expertise in managing and optimizing marketing operations across multiple channels. Skilled in deploying CRM systems, marketing automation, and data analysis to streamline processes, improve campaign performance, and enhance customer engagement. Adept at leveraging marketing technologies like HubSpot, Salesforce, and Snowflake, refining workflows, and collaborating with cross-functional teams to deliver scalable, efficient, and results-driven marketing strategies. Proficient in advanced reporting, attribution models, and KPI tracking to drive actionable insights.

CORE COMPETENCIES

- Marketing Automation & CRM Systems (HubSpot, Salesforce, Marketo)
- Advanced Analytics, Attribution Models & Performance Optimization
- Multi-Channel Campaign Execution (Email, Social Media, SEO, Paid Ads)
- Cross-Functional Team Collaboration & Leadership
- Martech Stack Development & Integration
- Data-Driven Marketing Strategy & Pipeline Reporting
- A/B Testing & Conversion Rate Optimization
- Project Management & Process Improvement
- Digital Marketing Technology Integration (APIs, Plugins)
- HTML, CSS, and Basic Coding for Marketing Operations

PROFESSIONAL EXPERIENCE

BOUNDLESS MARKETING, LLC & SOCIAL SPEAK NETWORK

2011-PRESENT

Founder & Marketing Technology Specialist. Boulder, CO & Hanover, NH

Marketing Operations and Process Optimization:

- Designed and implemented automated reporting systems using Google Analytics, Google Data Studio, and HubSpot, reducing reporting time by 40% and enhancing real-time decision-making capabilities.
- Optimized lead handoff processes by partnering with sales and product teams, resulting in a 20% increase in marketing-to-sales conversion rates.

Marketing Technology Expertise:

- Automated Blog Content Creation: Streamlined blog post creation using Zapier by integrating Vimeo with WordPress, reducing errors by 90% and saving 5 hours weekly.
- AI-Powered Social Media Automation: Built a plugin using ChatGPT API to generate social media posts, decreasing content revisions by 15% and improving quality.
- E-Commerce Migration to WooCommerce: Led the migration of a large e-commerce store to WooCommerce, handling complex tax setups and client-specific workflows.

Campaign Execution & Data Analysis:

- Executed Multi-Channel Campaigns: Increased revenue by 35% through paid advertising, email marketing, and content syndication strategies for B2B and SaaS clients.
- A/B Testing & Performance Optimization: Improved customer acquisition by 15% and reduced cost-per-click by 35% through rigorous A/B testing and performance analysis.
- Data Driven Strategy: Built robust attribution models to assess campaign effectiveness, uncover growth opportunities, and drive pipeline growth.

CRM & Marketing Automation:

- CRM System Optimization: Implemented CRM automation using HubSpot and Salesforce, leading to a 30% increase in conversion rates and reducing the sales cycle by 50%.
- Email Nurture Strategies: Developed personalized email campaigns that boosted open rates by 40% and customer conversions by 20%.

Cross-Functional Collaboration:

- Streamlined Cross-Functional Processes: Bridged communication gaps between marketing, sales, and product teams, reducing project delays by 50%.
- Client & Team Training: Trained internal and external teams on marketing automation platforms and reporting systems, ensuring seamless adoption and ongoing process improvements.

1ON1 BUSINESS, LLC

2010-2011

Marketing Director, Public Relations Specialist, Data Analyst, Client Liaison, Manager. Longmont, CO

- Executed multi-channel marketing strategies that increased lead generation by 35% through optimized paid media, email, and content marketing campaigns.
- Improved operational efficiency by 40% through the integration of marketing automation systems, enabling teams to focus on strategic initiatives.

- Launched a full-scale digital marketing department within six months, resulting in a 20% boost in client acquisition and satisfaction.

EDUCATION

Leeds School of Business, University of Colorado

MBA, 2015 | Beta Gamma Sigma Honors

Focus: Data Analytics, Entrepreneurial Finance, Organizational Management

Colby College

Bachelor of Arts, 2007 | Magna Cum Laude Honors

Double Major: Mathematical Sciences and Anthropology