

ERIK MACDONALD

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SUMMARY

Generalist operator with 4+ years across growth, RevOps, analytics, and product at early-stage startups. Built a multi-system GTM intelligence platform, scaled outbound and pipeline operations, and led cross-functional initiatives from strategy to execution. Strong in CRM architecture, lifecycle segmentation, KPI reporting, and go-to-market execution, with hands-on technical skills to automate and ship fast.

CORE SKILLS

GTM & RevOps: Pipeline ops, forecasting, attribution, lifecycle segmentation, CRM (HubSpot)

Growth & Sales: Outbound strategy, deliverability, lead gen, A/B testing, sales enablement

Analytics & Ops: KPI dashboards, cohort analysis, SQL, Power BI, data hygiene

Tools & Platforms: HubSpot, Google Analytics, Search Console, Apollo, Hunter, Instantly, Cal.com, n8n

Technical (supporting): Python, REST APIs, automation, web scraping, DigitalOcean

WORK EXPERIENCE

Growth Marketing Specialist

April 2025 – Present

STAN AI – Toronto, ON

- Built an internal RevOps dashboard integrating HubSpot, Cal.com, SalesNav, Google Drive, and LinkedIn APIs — providing real-time visibility into TOF metrics, pipeline movement, and closed-won rates
- Developed a customer status tracking system to differentiate active vs. churned clients in real time, replacing outdated static lists and improving campaign targeting and sales alignment
- Created dashboards in Python and SQL to monitor outbound performance, booking rates, and revenue attribution across campaigns
- Overhauled the HubSpot CRM, converting static lists into dynamic segments, improving data hygiene, lifecycle tagging, and audience targeting for outbound and lifecycle campaigns
- Created a custom email verification system (DNS + SMTP checks) and implemented automations in n8n to streamline lead enrichment, CRM updates, and list management
- Engineered scraping pipelines using BeautifulSoup, Selenium, Apify, and LLMs to extract, verify, and enrich lead data from PMS subdomains, mapping contacts to companies
- Built automated workflows to sync CRM data with external tools, reducing manual data entry by 80% and improving lead response time
- Designed marketing assets and launched segmented outbound campaigns (500K+ emails/week), co-led two webinars (300+ and 100+ attendees), and helped set a company record for most demos booked in one week
- Increased demo booking rate by 40% through A/B testing subject lines, personalization tokens, and send-time optimization
- Developed a multi-touch email sequence strategy that improved open rates by 25% and click-through rates by 18% across all campaigns

Head of Business Development & Sales Engineering

September 2020 – June 2024

PredictNow.ai – Toronto, ON

- Drove revenue growth from \$0 to \$200K ARR by identifying market opportunities and executing sales campaigns for ML-powered predictive analytics solutions
- Established strategic partnerships, including a joint venture with a major US bank, expanding market reach and product credibility
- Helped the start-up complete a Pre-seed fundraising round with a \$3.5M valuation while being admitted to renowned startup accelerators (Creative Destruction Lab, AC Studio)
- Led the integration of PredictNow.ai's machine learning solutions into client portfolios, aligning them with financial and business objectives for enhanced impact
- Conducted technical sales demos for C-suite executives, translating ML model outputs into business value and ROI projections
- Collaborated with data science teams to customize ML solutions for client-specific use cases, improving solution adoption rates by 35%
- Used LinkedIn Sales Navigator and HubSpot CRM to generate leads and conduct personalized client consultations, boosting loyalty and conversion rates
- Developed a lead scoring system in HubSpot to prioritize high-value prospects, increasing sales team efficiency by 30%

- Built automated email sequences for lead nurturing, improving MQL-to-SQL conversion rates by 20%
- Developed dashboards in Python, SQL, and Power BI for KPI monitoring, providing actionable insights for performance optimization and strategic decisions
- Reported monthly KPIs for internal investors and created dashboards to illustrate internal finance and revenue metrics to various stakeholders
- Crafted pitch decks and managed investor relations materials, successfully securing pre-seed funding and fostering investor trust

Technical Sales Lead

August 2024 – November 2024

Geosource Energy – Ancaster, ON

- Managed the sales pipeline and tailored proposals; represented the company at industry events and booked qualified follow-up calls.

Operations Manager

June 2024 – August 2024

U-Rite Technologies – Toronto, ON

- Managed 10K+ outbound emails/week and cold campaigns to drive lead generation; oversaw sales ops, contracts, and financial reconciliation.

PROJECTS

BetBoard Sports Analytics Dashboard— bet-board.com

April 2022 – Present

Founder – BetBoard

- Built and hosted a Flask API and JavaScript-based website on a DigitalOcean server to create a dashboard, enabling a user-friendly view with real-time metrics, odds, and statistics
- Designed a responsive front-end using HTML, CSS, and JavaScript to display predictions, historical trends, and user-friendly betting insights
- Implemented an ETL process for daily extraction, transformation, and loading of data from all sports to create a website with statistics for NFL, NCAAF, NCAAB, NBA, MLB, and NHL
- Created a Power BI dashboard for real-time visualization of model performance, summarizing key metrics, stats, odds, and betting information for daily games

Sports Prediction ML Models

April 2022 – Present

Personal Project – BetBoard

- Built data pipelines in Python and SQL for MLB, NHL, NFL, NCAAF, NCAAB, and NBA, integrating custom web scraping and APIs
- Engineered 5,500+ MLB and 20,000+ NHL features through time-series feature engineering, creating datasets optimized for daily game predictions
- Developed web scrapers using BeautifulSoup and Selenium to extract historical game data, player stats, and betting odds from 10+ sources
- Developed a scalable MLOps framework for real-time model lifecycle management and continuous prediction optimization
- Designed, trained, and optimized machine learning models using Random Forest, Gradient Boosting, SVM, Neural Networks, and ensemble methods
- Continuously refined model performance through feature selection, hyperparameter tuning, and automated retraining, improving prediction accuracy by 15%

NHL Player Contract Analytics

April 2020 – December 2024

Siskinds Sports Management – London, ON

- Performed statistical analysis on NHL player performance data for contract negotiations; prepared and presented analytical reports to player agents and management teams.

EDUCATION

MBA, Business Analytics Specialization (Co-op)

June 2022

DeGroote School of Business, McMaster University

- Entrance Scholarship, 2019

B.Eng., Mechanical Engineering (Biomechanical)

June 2019

Queen's University

- Entrance Scholarship, 2015

Citizenship: Canadian and Swedish (EU) Citizen