

Dawn McAvoy

Marketing Strategy Executive

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Executive Summary

CMO and marketing leader who transforms B2B technology organizations through the power of story, authentic brand development, and data-driven growth strategies. 15+ years of experience guiding companies through critical transitions including M&A integration, scale-up growth, and market repositioning. Combines consulting mindset with ownership-level execution to build high-performing teams and data-driven marketing engines that deliver pipeline growth.

Selected Achievements

- + Unified four companies under a single brand while driving 426% pipeline growth through integrated marketing
- + Scaled organizations from seed to IPO, growing revenue from \$3.5M to \$89M
- + Built global marketing engines generating 80% of pipeline through strategic content and integrated campaigns
- + Led three successful company rebrands, securing industry recognition and transforming market position
- + Developed channel partnership strategies driving 39% YOY growth

Core Competencies

Strategic leadership

- + Brand development
- + Change management
- + Market expansion
- + Fractional leadership

Revenue growth

- + Demand generation
- + Go-to-market strategy
- + Strategic partnerships
- + Product marketing

Team development

- + Digital transformation
- + Talent development
- + Stakeholder alignment
- + Cross-functional teams

Operations & data

- + Data-driven strategy
- + Marketing technology
- + Market positioning
- + Performance analytics

Communications

- + Public relations
- + Crisis management
- + Executive presence
- + Strategic messaging

Professional Experience

Independent Consulting, Toronto, ON

Dec. 2023 to Present

Marketing & Strategy Consultant

Strategic advisor specializing in transformation and growth for B2B technology companies.

Chief Marketing Officer, Franklin Skills

- + Fractional while transforming the global technical talent development company and building and staffing the marketing function
- + Led strategic transformation from niche apprenticeship provider to enterprise skills development leader, expanding total addressable market and C-suite engagement
- + Developed integrated thought leadership platform to elevate brand presence and establish category authority
- + Increased target traffic 34% through strategic website redesign
- + Orchestrated executive communications strategy, including investor relations and high-profile industry events

Additional client engagements

- + Led marketing and revenue strategy for two M&A projects
- + Increased client revenue 35% through data-driven product segmentation and content strategy

HireRoad, fully virtual (Canada, US, UK, and Australia)

2021 to 2023

Global Vice President of Marketing & Country Head, Canada

Led transformation of PE-backed HR tech platform through integration of four companies. Managed global team of 21 across marketing, communications, and operations.

- + Orchestrated comprehensive global rebrand, unifying companies while maintaining market momentum
- + Built revenue-generating marketing engine delivering 80% of sales pipeline and 72% of revenue
- + Established analyst and thought leadership programs earning *HR Tech Software of the Year*, inclusion on the *Fossway 9-Grid™*, and securing coverage in *Fortune*, *SHRM*, and *HR Brew*
- + Led board and investor communications through strategic transformation, including rebranding and product portfolio harmonization
- + Unified MarTech stack and KPI framework across multiple regions, driving 223% increase in engagement

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Apex Learning (Now Edmentum), Seattle, WA

2018 to 2021

Senior Director, Marketing (interim Vice President, Marketing for 8 months)

Led marketing strategy for this K-12 online curriculum provider, managing a team of 14 and agency relationships.

- + Transformed brand positioning through value-based storytelling, increasing share in competitive EdTech market
- + Drove 42% sales growth through strategic channel partnerships and ABM-focused demand generation
- + Implemented a multiple-personas content strategy to strengthen market position
- + Shifted demand gen strategy to incorporate ABM approach and strengthened community with an advisory group
- + Led rapid pivot to virtual learning solutions during Covid-19, resulting in 5x increase in product adoption

Xello (formerly Career Cruising), Toronto, ON & Nottingham, UK

2014 to 2018

Vice President, Brand & Marketing

Led marketing transformation for education technology company, managing cross-border team.

- + Orchestrated comprehensive rebrand that expanded category definition and market opportunity
- + Built integrated MarTech stack (Marketo/Salesforce) enabling data-driven campaign optimization
- + Secured 37 district clients and three state contracts through strategic thought leadership
- + Formed national strategic partnerships, driving brand awareness and market expansion

The Mackison Group, Alexandria, VA

2011 to 2014

Founder and Owner

Founded B2B marketing consultancy focused on revenue growth and go-to-market strategy.

- + Achieved 3x marketing ROI through integrated product launch campaigns
- + Exceeded client revenue projections by 100% through strategic planning and execution
- + Built and managed client community programs driving 27% YOY event growth

Rosetta Stone, Arlington, VA; London, UK; Tokyo, JP; and Seoul, KR

2006 to 2011

Global Director, Enterprise & Education Marketing and Operations

Built and scaled global B2B marketing function from one to 32 employees.

- + Grew division revenue from \$3.5M to \$89M while maintaining profitability targets
- + Increased average deal size 750% through enterprise positioning, repackaging, and channel optimization
- + Developed global event strategy, partnering with key industry associations and think tanks
- + Led team through successful IPO, establishing B2B as key growth driver and recurring revenue source

Education

Master of Business Administration

East Carolina University, Greenville, NC,

Bachelor of Arts, English & Linguistics

University of North Carolina at Greensboro, Greensboro, NC,

Professional development:

- + **Strategic Leadership:** Media training, Strategic selling, Challenger selling
- + **Digital Analytics:** Google Analytics, Marketing automation, Performance optimization, data visualization
- + **Artificial Intelligence:** Enterprise (Jasper, Claude, GPT-4), Creative (MidJourney, DALL-E), Strategy

Volunteer Experience

Home Care Companion, Hospice Toronto | Toronto, ON

Provide companionship to individuals with life-limiting illnesses, developing expertise in empathetic communications and balancing day-to-day obstacles in perspective of the bigger picture.

Vision Mate, CNIB | Toronto, ON

Support visually impaired individuals transitioning to new environments, focusing on communication and adaptive strategy development.

Regional Board Member, Red Cross | Northeastern NC

Led crisis communications for a 10-county service area during natural disasters, coordinating with national PR teams and local media to deliver time-sensitive community updates.