

Dawn McAvoy

Fractional CMO & Marketing Strategist

Toronto, ON | dawnmcavoy0770@gmail.com | www.dawnmcavoy.com | linkedin.com/in/dawn-mcavoy-0276553

Marketing executive who builds revenue engines and high-performing teams. 15+ years scaling B2B SaaS and EdTech organizations from first marketing hire through IPO or sale, from underperforming operations to market leadership. Pattern recognizer who brings strategic clarity to complexity and helps organizations see what's possible.

GTM strategy • Brand strategy & development • Demand generation • Full-funnel marketing • Product marketing • Team building • Marketing operations • Board communications • M&A integration • Crisis leadership • Revenue operations

Highlights

- Unified four acquired companies under single global brand while driving 426% pipeline growth (*HireRoad*)
- B2B marketing hire #1: Built function from ground up, scaled from \$3.45M to \$78M revenue, took company through NASDAQ IPO (*Rosetta Stone*)
- Expanded regional niche publisher to national, differentiating against big-box competitors (*Inquiry By Design*)
- Crisis leadership: Parachuted into interim role, stabilized demoralized team (100% retention), identified and fixed critical funnel gaps (*Xello fractional*)
- Shifted large sales/marketing org from engagement metrics to actual lead gen—28% program engagement, 45% MQL growth, 139% topline growth, flat spend (*Apex Learning*)

Professional Experience

Fractional CMO & Strategic Advisor

Dec 2023 - Present

Select strategic engagements focused on M&A, positioning, go-to-market strategy, and revenue operations, including:

- **Inquiry By Design**, Head of Marketing: Elevated brand with revamped go-to-market, new website, and targeted SEO strategy
- **Xello**, Interim CMO: Crisis leadership during transition, stabilized team, identified funnel gaps
- **Franklin Skills**, CMO: Repositioned from apprenticeships to skills training, expanded addressable market

HireRoad | VP Global Marketing & Country Head, Canada

2021-2023

- Earned HR Tech Software of the Year and Fosway 9-Grid placement in first year of analyst program
- Led team of 21 across marketing, customer success, operations; presented regularly to board

Apex Learning (now Edmentum) | Sr. Director Marketing (Interim VP)

2018-2021

- COVID pivot: Revamped website, sales collateral, professional development programs in one month resulting in 5x product usage, 72% revenue growth

Xello | VP Brand & Marketing

2014-2018

- Comprehensive rebrand secured 37 new district acquisitions, 25%+ ARR growth; integrated marketing automation and CRM

Rosetta Stone | Global Director, Enterprise & Education Marketing

2006-2011

- Built global marketing team from 1 to 32 employees; won Circle of Excellence award every year
- Grew average order value 750%+; improved channel performance from 8% to 22% of business

Leadership Impact: Vision Mate peer mentor (CNIB), Hospice Toronto companion, former Red Cross regional board member leading crisis communications.