**Kelly McDonald**

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**EXPERIENCE**

**Boston Startup School**  Summer 2012

Marketing Student Boston, Massachusetts

* Completing coursework in branding, solution marketing, PR, lead generation, social media, metrics and analysis
* Performing market and competitor analyses, as well as content and collateral creation
* Presented cross track project and developed basic marketing plan for Minimum Viable Product for mobile app

**HubSpot, Inc.**  September 2011**-**January 2012

Business Development Representative Cambridge, Massachusetts

* Self-managed high volume prospecting (350 phone calls per week)
* Championed use of Twitter, Facebook, LinkedIn, and blogging in sales process to shorten sales cycle and build relationships
* Collaborated with senior sales staff to ensure excellence and attention to detail throughout sales process
* Worked internally with sales management and marketing to ensure proper quality and quantity of demonstrations
* Conducted needs assessments and qualifying calls with self-sourced prospects
* Contributed to team quota of >100% each month

**BofA Global Capital Management**- a Bank of America company October 2010-August 2011

Marketing Assistant (Contractor) Boston, Massachusetts

* Developed weekly, monthly, quarterly, and year end presentations and market analysis commentaries
* Project manager for various value-added and thought leadership pieces recognized by third parties such as Crane Data, iMoneyNet and the Office of the Comptroller of Currency
* Co-managed and developed investor briefing video featuring company president produced on quarterly basis
* Produced marketing materials including product analysis fact sheets and various client-facing materials
* Coordinated flow of materials and information between internal and external partners over multiple lines of business
* Ensured the accuracy of analytics and made recommendations on new marketing initiatives

**Broadstone Advisors**   June 2006- September 2010 Manager of Financial Planning Services, Associate Albany, New York

* Managed service, correspondence, and compliance for elite level financial planning clients
* Serviced personal accounts and retirement plans for over 500 clients and companies
* Developed and managed multi-phase marketing campaign leveraging traditional methods and introduced social networking
* Improved client relations and utilized Salesforce CRM software and Microsoft Office

**EDUCATION**

**Babson College** Babson Park, Massachusetts

Bachelor of Science in Business Management; Concentration in Economics and the Environment May 16, 2009

*Relevant Academic Projects:* Conducted industry and market research and company analyses on Harpoon Brewery and Wynn Resorts as part of intermediate management courses, analyzed public financial statements, conducted interviews, conceptualized recommendations for future growth. Developed and managed competition winning business plan from conception to completion.

*Cumulative GPA:* 3.2

**Simmons College**  Boston, Massachusetts

Bachelor of Arts Attended 2005-2007

*Honors****:*** Presidential Scholarship Recipient, 3.5 GPA, Dean’s List

**COMMUNITY SERVICE AND LEADERSHIP**

* *Junior League of Boston*- Cookbook and Products Committee Chair
* *Emma Willard School Regional Alumnae Group of New England*- Young Alumnae Liaison
* *Sigma Kappa Sorority*- Recruitment Advisor
* *Kiwanis Club*: Organizes annual holiday toy drive and party for underprivileged children

**SKILLS**

*Computer*: Microsoft Office Suite (Excel, Word, Outlook, PowerPoint), Salesforce, HubSpot, SharePoint

Certified in Inbound Marketing