

Lili McDonald

Experienced Community Professional
with a Passion for CX, Operations, and Project Management

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Skills

- + Community Management
- + Support Operations
- + Project Management
- + Advocacy & Loyalty Programs
- + Analytics, Insights, & ROI
- + Digital Engagement & Content
- + Social Customer Care
- + Agile Methodologies
- + Product Ownership

Experience

- Jan 2020 to Apr 2020 **Community Operations Manager, DataRobot**
- + Owned overall operational execution and quality of the community technology stack
 - + Translated business needs into technical requirements; drove dev resources to implement
 - + Managed complex cross-functional technical projects to ensure seamless user experiences
- May 2018 to Jan 2020 **Senior Digital Business Manager, National Instruments**
- + Developed the vision and roadmap for the community and aligned with business objectives
 - + Collaborated with stakeholders and dev teams to define and deliver platform enhancements
 - + Owned technical projects, operational execution, vendor management, and insights reporting
- Apr 2015 to May 2018 **Community Manager, National Instruments**
- + Managed all operational tasks, moderated activity, and assisted with technical projects
 - + Collaborated with stakeholders to ensure effective utilization of the platform
 - + Developed positive relationships with community users to increase engagement and advocacy
- Sept 2014 to Nov 2014 **Community Support Manager, MicroStrategy**
- + Managed daily operations for support community, knowledge base and social media channels
 - + Collaborated with marketing on community strategy, engagement programs, and advocacy
 - + Advocated for customers' needs to product management and development teams
- May 2012 to Sept 2014 **Applications Support Lead, MicroStrategy**
- + Led global support team for social, loyalty, and identity mobile products
 - + Prioritized and communicated product defects and enhancements to development teams
 - + Managed corporate and technical support social media networks and support forums
- Feb 2011 to May 2012 **Marketing Coordinator, CARE Specialty Pharmacy Network**
- + Designed and managed the production of marketing and promotional material
 - + Maintained company websites and managed social networks, online ad campaigns
 - + Managed communications, industry outreach; assisted with development of proposals

Certifications

- + Community Management I & II
[Khoros \(Formerly Lithium Technologies\)](#)
- + Platform Developer
[Khoros \(Formerly Lithium Technologies\)](#)
- + HootSuite Certified Professional
[HootSuite University](#)

Education

- + B.S., Business Administration, Cum Laude
[University of Central Florida](#)
General Business Major, Marketing Minor
Graduated May 2010