

Calum Macdonald

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Growth Lead – Intuition

August 2024 – Present

- Key player in the launch of \$TRUST token, achieving day-one listings on Binance, Coinbase, Kraken, Upbit, KuCoin, and other major exchanges, debuting at a 9-figure fully diluted valuation with sustained trading volume.
- Grew X following from ~30K to 157K+ (5x) and supported testnet campaigns that drove 17.5M transactions from 900K+ unique accounts, contributing to 5.1M+ verified on-chain attestations.
- Built data pipelines (Python, TypeScript) that scrape, enrich, and structure data from Reddit, Twitter, and GitHub for Intuition's knowledge graph — automated extraction of AI tool metadata, sentiment, and engagement signals.
- Developed on-chain automation scripts using Intuition's SDK to batch-create atoms, triples, and curated lists on mainnet and testnet, managing deterministic cross-chain deployments.
- Designed and executed AI-assisted content workflows using Claude Code — long-form blog posts, Twitter threads, content calendars, and programmatic video/graphics (Remotion) — integrated with Notion, Linear, and Google Calendar via MCP.
- Led community growth initiatives including on-chain quests (Galxe, Layer3), airdrop eligibility design using Dune dashboards and Python-based wallet filtering, and the Atlas community forum for developer-focused thought leadership.
- Conducted BD research and DeFi partnership strategy — identified integration targets, drafted outreach, and developed go-to-market positioning for protocol partnerships and token utility expansion.

Trader – Damex

August 2021 – August 2024

- Executed billions of dollars in cryptocurrency OTC trades with major liquidity providers including B2C2, Galaxy Digital, and Enigma, settling via Fireblocks.
- Managed relationships with high-net-worth individuals, protocol founders, and payment company executives across fiat-crypto and crypto-crypto pairs.
- Contributed to trading system development and operational improvements across the desk.
- Implemented yield farming strategies, executed on-chain DeFi trades, and managed a directional altcoin portfolio.

Intern – Citadel / Citadel Securities

April 2020

Education

University of Edinburgh — Chemical Engineering

Skills & Tools

Python, TypeScript, SQL, Dune Analytics, Nansen, DeFiLlama, Token Terminal, Messari, Coinalyze, Git/GitHub, Fireblocks, DeFi protocols (Uniswap, Aave, Curve), Claude Code / AI-assisted workflows

Additional

- Member of InternDAO
- Personal crypto trading and research since 2017
- Traded at Rotman International Trading Competition