

RACHAEL FREEMAN

CUSTOMER SUCCESS & EXPERIENCE LEADER Onboarding Strategy | Lifecycle Programs | Retention Systems

rachaellouisefreeman@gmail.com · www.rachfreeman.com · [linkedin.com/in/rachaelfreeman](https://www.linkedin.com/in/rachaelfreeman)
San Diego, CA · 619-335-7623

CAREER SUMMARY

Customer Experience leader with 10 years of experience supporting SMB and mid-market clients across recruiting, marketing, and e-commerce divisions in SaaS-like operating environments while building scalable onboarding, customer lifecycle, and support systems. Known for simplifying complex processes, improving retention, and strengthening customer relationships through clear communication, thoughtful operational design, and the use of AI-assisted tools and automation.

Experienced working cross-functionally with product, marketing, and operations teams to eliminate friction, improve adoption, and create customer experiences that scale as organizations grow.

CAREER PERFORMANCE HIGHLIGHTS

- Maintained 97% client retention rate
- Managed a book of 500+ clients, including ~50 high-touch accounts
- Improved onboarding conversion rate from 43% to 78%
- Reduced support response times by 80%
- Scaled e-commerce operations to 250,000+ fulfilled orders with 0.3% error rate
- Grew e-commerce revenue from \$0 to \$10M

EXPERIENCE

FREELANCE DIGITAL STRATEGIST

Sow & Grow Co. • Remote • Jul 2025 – Present

Supporting small businesses and early-stage teams by improving customer journeys, onboarding clarity, and lifecycle communication systems to strengthen customer engagement and conversion.

- Improve customer journeys by refining onboarding experiences, lifecycle messaging, and customer communication systems
- Design and optimize conversion-focused websites and landing pages on WordPress, Shopify, and Wix to improve clarity and engagement
- Create support resources including help articles, onboarding guides, templates, and branded assets
- Implement AI-assisted tools to accelerate content creation, enhance messaging consistency, and improve overall workflow efficiency
- Streamline support operations using Zendesk, Calendly, Klaviyo, and lightweight automation workflows

CUSTOMER SUCCESS & E-COMMERCE MANAGER

Wright Brothers, Inc. • Remote • Mar 2015 – Jun 2025

Wright Brothers operated across multiple business lines including a real estate platform, education and licensing products, and direct-to-consumer e-commerce brands. My role combined Customer Success leadership for platform-based clients with full ownership of the e-commerce product and operations division.

CUSTOMER SUCCESS MANAGER

I led Customer Success across a multi-product platform, supporting SMB and mid-market clients while driving improvements in onboarding, retention, and overall customer experience.

- Managed 500+ SMB and mid-market client accounts, serving as the primary point of contact across email, chat, and phone.
- Managed and coordinated work across a 24+ person remote team spanning multiple countries, ensuring consistent communication, quality, and alignment during rapid growth.

- Improved first-response time from 6 hours to under 30 minutes and reduced live-chat wait times by 90% through workflow adjustments and better communication structure.
- Increased onboarding conversion from 43% to 78% by building a structured 10-page onboarding walkthrough, adding early proactive touchpoints, and creating a consistent 30-day adoption plan.
- Maintained 97% year-over-year retention through proactive communication, relationship management, and consistent adoption monitoring.
- Processed high volumes of client support requests across email, chat, and CRM systems while maintaining strict accuracy in documentation and service workflows.
- Created all support and onboarding documentation, including help articles, product education content, videos, and internal SOPs used across teams.
- Identified product and UX friction through support logs, client conversations, and behavior patterns; partnered with Product, Dev, and QA to remove recurring issues and reduce future support volume.
- Developed lifecycle messaging, nurture flows, and engagement systems, leveraging AI-assisted tools to improve speed, consistency, and personalization across customer touchpoints.
- Built scalable onboarding and support systems that maintained quality and clarity as the company grew rapidly across multiple divisions.
- Implemented a structured retention strategy using monthly check-ins, adoption tracking, and proactive outreach to address risks before they escalated.
- Conducted QA testing before major releases to prevent broken flows, eliminate end-user confusion, and stabilize the customer experience.
- Created internal templates, resources, and team enablement materials that improved consistency, reduced ambiguity, and strengthened cross-functional communication.

E-COMMERCE OPERATIONS & PRODUCT MANAGER

I oversaw the full e-commerce operation, launching new products, managing daily workflows, and improving accuracy, communication, and efficiency across Shopify, Amazon, and Etsy.

- Scaled DTC operations to 250,000+ fulfilled orders while maintaining a 0.3% fulfillment error rate.
- Designed and launched 40+ products across Shopify, Amazon, Etsy, and Google Shopping, generating \$10M+ revenue and improving overall product clarity through better descriptions, imagery, and user-friendly detail pages.
- Increased repeat purchase rate by 30% by improving post-purchase flows, packaging quality, customer communication, and overall product trust.
- Built and optimized email/SMS automations, landing pages, ads, and visuals to support smoother customer journeys from discovery to purchase to repeat buying.
- Managed the e-commerce team and coordinated with international manufacturers, overseeing all import documentation, vendor communication, and production workflows to ensure accuracy and smooth launches.
- Built inventory planning and QC systems that prevented out-of-stocks, reduced misprints, and ensured orders remained accurate and consistent through improved planning and QC workflows.
- Identified and resolved common post-purchase support issues by improving product accuracy, packaging, and instructions, reducing customer confusion and support volume.
- Collaborated with Customer Success to ensure new products were easy for customers to understand, troubleshoot, and adopt without friction.
- Created and maintained support documentation, internal SOPs, and operational resources to ensure accuracy and consistency across client service workflows.

COURSE CREATOR & EDUCATOR – AI TRAINING PROGRAM

I created a full educational program teaching professionals how to use AI tools effectively in real-world business scenarios, with a focus on clarity, structure, and practical application.

- Created a full digital course teaching professionals how to use AI tools (ChatGPT, MidJourney, DALL·E) with a focus on clarity, real-world application, and step-by-step guidance.
- Developed onboarding flows, video modules, walkthroughs, and help content that supported user adoption and reduced confusion during the learning process.
- Designed structured learning paths that made complex tools easy to understand, improving user confidence and long-term engagement.
- Built all written and visual documentation, including guides, templates, examples, and resource libraries to support different learning styles.
- Provided user support throughout the program, answering questions, refining content based on feedback, and improving modules to reduce recurring points of confusion.

CERTIFICATIONS

Diploma in Dispensing Optics (4-Year Associate Degree) - Capital City College, London

Google Analytics 4 (GA4) Certification - Google Skillshop

Digital Marketing Certifications - DigitalMarketer.com

Scrum Fundamentals Certified (SFC) - SCRUMstudy

PROFICIENCIES

Project Management: Asana, ClickUp, Trello, Basecamp, Monday.com, Zapier

E-commerce: Shopify, Amazon, Etsy, eBay

Manufacturing & Supply: Alibaba, Printful, Printify, GS1

CRM & Support: Zendesk, Intercom, Salesforce, HubSpot, Pipedrive

Payments: Stripe, Recurly, Authorize.net

Marketing: Google Ads, Meta Ads, Klaviyo, Mailchimp, Amazon Ads

Design: Canva, Photoshop, MidJourney, DALL·E

Comms & Scheduling: Slack, Zoom, Aircall, Loom, Calendly

Web & Video: Squarespace, Wix, WordPress (basic), Camtasia, Final Cut Pro

Workflow & Methodology: Agile, Scrum, Sprint Planning, Traction/EOS