

# RACHAEL FREEMAN

## GROWTH MARKETING & CUSTOMER STRATEGY MANAGER

Growth Strategy • Paid Media • Creative Performance • Lifecycle Marketing

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## CAREER SUMMARY

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I'm a digital marketing and ecommerce professional with a background that blends customer experience, lifecycle marketing, and day-to-day execution. Over the past 10+ years, I've worked across DTC ecommerce and SaaS-like environments, supporting everything from product launches and paid media to onboarding, retention, and customer communication.

My work has focused on improving how customers move through a business — from first touch through purchase and long-term engagement. I tend to focus on what's not working, fix it, and turn those improvements into measurable results.

## EXPERIENCE

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### FREELANCE DIGITAL STRATEGIST

*Remote • Jul 2025 – Present*

I work with small businesses and early-stage teams to improve their digital presence, customer communication, and overall marketing performance.

- Improve customer journeys by refining messaging, onboarding flows, and lifecycle email campaigns
- Build and optimize websites on WordPress, Shopify, and Wix to improve usability, clarity, and conversion
- Create email campaigns and automations using Klaviyo and Mailchimp to support engagement and retention
- Support marketing and support workflows using tools like Zendesk, Calendly, and automation systems
- Develop onboarding content, templates, and branded resources that improve customer understanding and follow-through

### DIGITAL MARKETING MANAGER ECOMMERCE & RECRUITING DIVISIONS

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

I owned ecommerce performance and customer experience across multiple DTC brands and a SaaS-like platform. My role focused on improving conversion, retention, and overall customer flow by aligning marketing, product, and support systems.

### ECOMMERCE PERFORMANCE + CUSTOMER EXPERIENCE

Oversaw ecommerce performance and customer experience while leading remote teams and improving workflows across two fast-moving digital divisions.

- Scaled DTC operations to 250,000+ orders with a 0.3% fulfillment error rate by building structured workflows and improving overall customer experience
- Launched 40+ products across Shopify, Amazon, and Etsy, optimizing product pages, imagery, and positioning to improve conversion and reduce customer confusion
- Managed paid media campaigns across Google Ads, Meta Ads, Etsy Ads, and Amazon Ads, optimizing targeting, messaging, and creative performance
- Built and optimized lifecycle email and SMS campaigns using Klaviyo and Mailchimp to improve engagement and repeat purchase behavior
- Analyzed campaign performance, customer behavior, and GA4 data to identify friction points and improve conversion across the funnel
- Developed and optimized landing pages and product experiences aligned with campaign strategy to improve user experience and conversion
- Increased repeat purchase rate by 30% by improving post-purchase communication, product clarity, and overall customer experience
- Identified recurring issues through customer feedback, support data, and behavioral trends, then partnered cross-functionally to resolve root causes
- Built internal workflows, SOPs, and systems that improved execution, reduced errors, and supported more consistent results

## CUSTOMER SUCCESS + LIFECYCLE SYSTEMS

Led customer success and lifecycle systems for 500+ SMB and mid-market clients in a SaaS-like environment, improving onboarding, adoption, and long-term retention.

- Managed 500+ client accounts, serving as the primary point of contact across onboarding, support, and ongoing engagement
- Increased onboarding conversion from 43% to 78% by building structured onboarding systems, clearer messaging, and proactive early-stage communication
- Maintained 97% client retention through consistent engagement, expectation setting, and adoption monitoring
- Reduced first-response time from 6 hours to under 30 minutes and decreased live chat wait times by 90% through improved workflows and communication structure
- Built onboarding documentation, SOPs, and training materials used across multiple teams and customer segments
- Identified friction points through customer feedback, support data, and behavioral trends, then partnered cross-functionally to resolve root causes
- Developed lifecycle messaging and engagement systems that improved activation, customer experience, and long-term platform usage

## COURSE CREATOR & EDUCATOR

Created a digital training program teaching professionals how to use AI tools with clear, structured, real-world guidance.

- Built a full course covering tools such as ChatGPT, MidJourney, and DALL-E, focused on practical application and ease of use
- Developed onboarding flows, video modules, and walkthrough content to support user adoption and reduce confusion
- Designed structured learning paths that simplified complex tools and improved user confidence
- Created supporting resources including guides, templates, and examples for different learning styles
- Provided ongoing user support and refined content based on feedback to eliminate recurring points of confusion

## CERTIFICATIONS

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**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

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

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

**Ecommerce:** Shopify, Amazon, Etsy, eBay

**Manufacturing & Supply:** Alibaba, Printful, Printify, GS1

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

**Payments:** Stripe, Recurly, Authorize.net

**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