

RACHAEL FREEMAN

E-COMMERCE OPERATIONS & PRODUCT MANAGER Marketplace Operations • Product Listings • Customer Experience

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

CAREER SUMMARY

Ecommerce operations and customer experience professional with 10+ years of experience managing high-volume DTC environments across Shopify, Amazon, Etsy, and eBay. Experienced owning the full ecommerce lifecycle, including product manufacturing, product launches, marketplace strategy, conversion optimization, and fulfillment operations, with a focus on building scalable systems that support growth.

Known for improving operational efficiency and customer experience by aligning marketing, product presentation, and post-purchase systems to reduce friction and increase conversion. Combines hands-on execution with strong lifecycle thinking and AI-assisted tools to improve performance, increase retention, and drive long-term ecommerce growth.

CAREER PERFORMANCE HIGHLIGHTS

- Scaled ecommerce operations to 250,000+ fulfilled orders with a 0.3% fulfillment error rate
- Helped scale ecommerce revenue from \$0 to \$2M through product launches and marketplace expansion
- Launched and managed 40+ products across Shopify, Amazon, Etsy, and eBay marketplaces
- Increased repeat purchase rate by 30% through improved product presentation and post-purchase communication
- Managed product catalog structures, pricing updates, and SKU systems across multiple marketplaces
- Maintained 97% client retention across 500+ SMB accounts in parallel customer success operations

EXPERIENCE

FREELANCE DIGITAL STRATEGIST

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

Support small businesses and early-stage teams by improving digital presence, ecommerce clarity, and customer communication systems.

- Improve customer journeys through clearer messaging, onboarding flows, and lifecycle email automation
- Build and refine websites on WordPress, Shopify, and Wix to improve usability, messaging clarity, and conversion performance
- Create email campaigns and automations using tools including Klaviyo and Mailchimp
- Support marketing and support workflows using Zendesk, Calendly, and automation tools
- Create onboarding resources, templates, and branded materials that improve customer understanding and follow-through

E-COMMERCE & PRODUCT MANAGER

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

Wright Brothers operated multiple divisions including real estate recruiting, marketing education, licensing programs, and direct-to-consumer ecommerce businesses. My role spanned both Customer Success leadership for recruiting and education clients and ownership of the ecommerce product and operations division.

E-COMMERCE DIVISION — DTC BRANDS & MARKETPLACE OPERATIONS

Owned the full ecommerce operation including product launches, marketplace listings, PPC campaigns, catalog management, inventory planning, and fulfillment coordination across Shopify, Amazon, Etsy, and eBay.

- Scaled ecommerce operations supporting 250,000+ fulfilled customer orders by implementing structured catalog systems, inventory coordination, and operational workflows while maintaining a 0.3% fulfillment error rate.
- Built and launched 40+ products across Shopify, Amazon, Etsy, and eBay by developing structured product listings, optimized imagery, and clear product positioning, helping scale ecommerce revenue from \$0 to \$2M.

- Managed the full ecommerce lifecycle including traffic acquisition, product merchandising, conversion optimization, fulfillment coordination, and post-purchase retention strategies.
- Managed PPC campaigns across Google Ads, Meta Ads, Etsy Ads, and Amazon Ads, optimizing targeting, creatives, and product messaging to improve acquisition and product discovery.
- Built and optimized email and SMS automations using Klaviyo and Mailchimp to improve acquisition, post-purchase engagement, and repeat purchase behavior.
- Analyzed Shopify analytics, GA4 data, PPC performance, and customer feedback to identify friction points, refine product listings, and improve conversion performance.
- Owned the full product catalog lifecycle including SKU creation, pricing updates, inventory tracking, and marketplace listing management to maintain catalog accuracy across sales channels.
- Coordinated with suppliers and vendors on inventory planning, manufacturing timelines, and import logistics to ensure product availability.
- Developed landing pages, product visuals, and promotional campaigns supporting new product launches and seasonal promotions.
- Built internal listing workflows, SOPs, and operational systems that improved catalog consistency and team efficiency.
- Increased repeat purchase rate by 30% by improving product presentation, refining packaging clarity, and implementing stronger post-purchase communication.

RECRUITING DIVISION — CUSTOMER SUCCESS + LIFECYCLE SYSTEMS

Led the customer success and lifecycle systems for 500+ SMB and mid-market clients in a SaaS-like environment, ensuring onboarding clarity, long-term retention, and consistent support across a multi-division environment.

- Managed relationships for 500+ client accounts, serving as the primary escalation point for onboarding, support, and adoption questions
- Increased onboarding conversion from 43% to 78% through structured onboarding systems and proactive communication
- Maintained 97% client retention through proactive outreach and adoption monitoring
- Reduced first-response time from 6 hours to under 30 minutes and decreased live chat wait times by 90% through improved support workflows
- Built onboarding documentation, SOPs, and internal resources used across multiple teams
- Developed lifecycle messaging and engagement systems that improved platform adoption and long-term customer stability

AI COURSE CREATOR – PROFESSIONAL TRAINING PROGRAM

I created a full educational program teaching professionals how to use AI tools with clarity, structure, and real-world examples.

- 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 eliminate 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

Ecommerce: 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