

SARAH TOAL

Senior Ecommerce Manager

PROFESSIONAL SUMMARY

Hands-on Ecommerce and Digital Experience Leader with 20 years of success creating engaging, on-brand web content, optimizing customer journeys, and driving marketplace performance. Combines design expertise with web development proficiency to build and enhance end-to-end digital experiences. Known for a positive attitude and adaptability, excelling at solving complex challenges with creative solutions.

CONTACT

sarahmtoal@gmail.com

PORTFOLIO

sarah-toal.com

EDUCATION

Washington University in Saint Louis

Bachelor of Fine Arts (BFA)
Graphic Design

University of Missouri Saint Louis (UMSL)

Certificate of Proficiency in HTML

SKILLS

UX/UI DESIGN

SEO + CONTENT STRATEGY

DIGITAL MARKETING

BRAND DEVELOPMENT

HTML/CSS CODING

EMAIL + SMS AUTOMATION

SHOPIFY PLUS

BIGCOMMERCE

WORDPRESS

FIGMA

GOOGLE ANALYTICS

KLAVIYO

ADOBE CREATIVE CLOUD

JIRA

WORK EXPERIENCE

Director of Ecommerce | Greenlane Holdings | April 2023 - Present

- Migrated the wholesale store from BigCommerce to Shopify Plus with zero downtime, consolidating all company sites onto a single platform.
- Revamped and custom-coded the product data pages across four direct-to-consumer storefronts, creating mobile-first designs that made all essential buying content accessible before scrolling.
- Led the full build of a new Shopify storefront, defining branding and style guides, customizing all UI elements, and seamlessly integrating the product catalog from the PIM system.
- Redesigned all email templates and automation flows, including out-of-stock alerts and abandoned cart campaigns to boost engagement, retention, and repeat purchases.
- Resolved site bugs and implemented functionality fixes via JIRA, maintaining seamless customer experience across all storefronts.

Director of Ecommerce | Trimfoot Company | 2019 - 2023

- Developed an automated inventory sync between the wholesale platform and ERP, saving \$20K by eliminating a costly third-party integration.
- Built and managed a centralized WooCommerce store combining four in-house and multiple licensed brands, maximizing cross-selling opportunities and customer exposure to new products.
- Designed automated SMS and email flows integrated with store data, driving personalized engagement and increasing customer lifetime value.
- Audited and reorganized a 5,000+ SKU catalog, refining taxonomy and enhancing product descriptions, metadata, and imagery to improve SEO, product discoverability, and internal management efficiency.

Ecommerce Manager | Cloud Comfort Resorts | 2015 - 2019

- Launched and managed the Amazon storefront, overseeing account setup, product integrations, and daily operations to expand sales channels.
- Created and implemented an influencer program integrated with BigCommerce, driving referral traffic and increasing brand visibility.
- Directed and executed social media strategy and content creation, doubling audience size across all platforms.
- Spearheaded a mobile-first storefront redesign, improving usability, load speed, and the overall customer experience across devices.

Marketing and Digital UX/UI Specialist | Graybar | 2013 - 2015

- Designed and coded the full user interface for the new Ecommerce store and shopping app, collaborating across departments to enhance user experience and streamline functionality.
- Led a corporate rebrand, modernizing visual identity and cross-channel presence to ensure consistent messaging and boost recognition.

Web Designer/Creative Lead | Elan-Polo International | 2005 - 2013

- Designed storefront interfaces and brand style guides for all in-house brands, leading the creative process from concept through execution.
- Developed and built all digital marketing and social media content, maintaining cohesive messaging and visual consistency across channels.