

SARAH TOAL

sarah-toal.com

PROFESSIONAL SUMMARY

Ecommerce and digital experience leader with 20+ years spanning creative direction, UX/UI design, and online business operations. Combines a strong design foundation with hands-on expertise in website management, merchandising, and digital marketing to build high-performing ecommerce experiences. Known for bridging strategy and execution, translating ideas into polished, functional solutions that drive engagement, conversion, and brand growth.

CONTACT

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EDUCATION

Washington University St. Louis, Missouri

Bachelor of Fine Arts (BFA)
Graphic Design, 2004

SKILLS

UX/UI + VISUAL DESIGN

Responsive Design, Visual Hierarchy, Layout, Design Systems, User Journeys, Typography

ECOMMERCE + MERCHANDISING

Shopify Plus, BigCommerce, WooCommerce, Merchandising Strategy, Catalog Management

DIGITAL MARKETING

Paid Media, Social Media, Email Marketing, Campaign Strategy

WEB + FRONT-END

HTML/CSS, Website Management, Theme Customization

ANALYTICS + OPTIMIZATION

CRO, A/B Testing, GA4, Performance Analysis

LEADERSHIP + COLLABORATION

Cross-Functional Leadership, Agile Workflows, Stakeholder Communication

WORK EXPERIENCE

Director of Ecommerce | Greenlane Holdings | 2023 - 2026

- Owned Shopify Plus storefront performance across multiple brands, increasing revenue through conversion and merchandising improvements
- Led testing and optimization initiatives across key funnels, improving conversion rate, average order value (AOV), and overall customer experience
- Partnered with marketing teams across email, paid media, and creative to align campaigns with site performance and conversion goals
- Analyzed performance data to identify opportunities, refine strategy, and report on key ecommerce metrics
- Managed cross-functional initiatives across marketing, development, and operations to support ecommerce growth
- Supported lifecycle and personalization strategies to improve retention and customer engagement

Senior Ecommerce Manager | Trimfoot Company | 2019 - 2023

- Directed ecommerce and digital strategy across multiple fashion brands, aligning merchandising, content, and marketing to drive revenue growth
- Collaborated with marketing teams to support campaigns across email and digital channels, ensuring alignment with onsite experience
- Led UX and front-end improvements across key user flows to increase engagement and performance
- Used analytics and performance data to identify growth opportunities and optimize ecommerce strategy

Senior Ecommerce Manager | Cloud Comfort Resorts | 2015 - 2019

- Managed ecommerce storefront performance and digital campaigns for a fashion brand, supporting customer acquisition and conversion goals
- Led a mobile-first redesign to improve usability, performance, and overall customer experience across devices
- Executed landing pages and marketing campaigns across multiple channels to drive traffic and sales
- Used customer behavior insights to refine content and improve engagement and site performance

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

- Designed and coded the user interface for an ecommerce platform and mobile app, translating requirements into intuitive user experiences
- Established UI patterns and standards to ensure consistency across web and mobile platforms and improve overall usability
- Collaborated cross-functionally to improve user flows and enhance usability based on customer behavior and performance insights

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

- Designed and developed ecommerce storefronts and digital experiences across multiple fashion brands, establishing scalable brand and content systems
- Built layouts, content structures, and UI components to support consistent and efficient site management
- Created UX-driven digital assets focused on usability, conversion, and cohesive brand presentation