

# SARAH TOAL

sarah-toal.com

## PROFESSIONAL SUMMARY

Hands-on eCommerce leader with 20+ years of experience owning Shopify Plus storefronts and driving measurable DTC growth across consumer packaged goods and multi-category retail environments. Expert in CRO, A/B testing, GA4, and funnel optimization, with experience in subscriptions, AOV expansion, and lifecycle performance. Proven track record of improving conversion, retention, and revenue through rapid testing, data-driven decisions, and continuous optimization.

## CONTACT

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## EDUCATION

### Washington University Saint Louis, Missouri

Bachelor of Fine Arts (BFA)  
Graphic Design

## SKILLS

SHOPIFY PLUS

CONVERSION RATE OPTIMIZATION (CRO)

A/B TESTING + EXPERIMENTATION

FUNNEL + LANDING PAGE OPTIMIZATION

RECHARGE SUBSCRIPTIONS

AOV + UPSELL STRATEGY

CUSTOMER RETENTION + LTV

GOOGLE ANALYTICS (GA4)

KLAVIYO + LIFECYCLE MARKETING

PRODUCT MERCHANDISING

SHOPIFY APPS + INTEGRATIONS

SHOPIFY BACKEND OPERATIONS

CROSS-FUNCTIONAL COLLABORATION

AI-DRIVEN OPTIMIZATION

## WORK EXPERIENCE

### Senior eCommerce Manager | Greenlane Holdings | 2023 - 2026

- Owned Shopify Plus storefront, managing product setup, merchandising, and full-funnel optimization to drive conversion and revenue growth
- Built and customized landing and collection pages, PDP enhancements, and Shopify theme updates using HTML/CSS to enhance product presentation, usability, and overall site experience
- Built and optimized A/B tests across landing pages, product pages, and offers to increase conversion rate and revenue per session
- Developed AOV strategies including bundles, upsells, cross-sells, and post-purchase offers to increase average order value
- Managed subscription and lifecycle strategies using Recharge and Klaviyo, optimizing upsell flows, churn reduction, loyalty, and retention performance
- Analyzed funnel performance using GA4 and Shopify data, identifying opportunities across traffic, conversion, and retention to implement improvements and drive continuous growth

### Senior eCommerce Manager | Trimfoot Company | 2019 - 2023

- Managed onsite merchandising and landing page content, maintaining product presentation, navigation, and overall site structure
- Improved user experience across PDP, cart, and checkout by refining page layouts, content, and flow to support conversion
- Executed digital marketing campaigns across email, SMS, and paid channels, aligning traffic with landing pages to support acquisition and engagement
- Analyzed site performance and user behavior to identify usability issues and inform ongoing site improvements

### ECommerce Manager | Cloud Comfort Resorts | 2015 - 2019

- Managed onsite content and merchandising, optimizing product presentation, navigation, and overall customer experience
- Executed content updates across product pages, collections, and promotional placements to support campaigns and seasonal launches
- Analyzed user behavior to identify content gaps and improve product presentation and site usability

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

- Designed and coded eCommerce UI for a new store and shopping app, supporting product presentation, navigation, and overall site structure
- Partnered cross-functionally with marketing and development to implement content updates and improve site functionality across key pages
- Led a corporate rebrand, ensuring consistent visual presentation and content across digital and onsite experiences

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

- Designed and developed eCommerce storefronts across multiple brands, supporting product presentation, merchandising, and conversion
- Built and maintained product pages, landing pages, and onsite content using HTML/CSS to support usability and performance
- Created product-focused layouts and content to support customer engagement and brand consistency