

RACHEL SCHOLAN

Digital Strategy · E-Commerce · Marketing · Transformation

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20+	\$150M	220%	72%	53
YEARS EXPERIENCE	P&L MANAGED	E-COM REVENUE LIFT	TRAFFIC INCREASE	WEBSITES MANAGED

PROFILE

Versatile e-commerce, marketing and operations leader with a 20-year track record of architecting scalable platforms and building brands from the ground up. Extensive expertise in enterprise e-commerce architecture (Shopify, Magento, BigCommerce), supply chain management, advanced analytics, and omni-channel expansion (B2B & DTC). Proven ability to bridge marketing, technology, and operational excellence — from agile startups to global enterprises with \$150M+ P&L responsibility.

CORE COMPETENCIES

E-Commerce Platforms: Shopify / Shopify Plus · BigCommerce · Magento 1 & 2 · WooCommerce · Faire Wholesale
CRM & Marketing Automation: Salesforce CRM · HubSpot · Marketo · Klaviyo · Marketing Automation
Analytics & Data: Google Analytics 4 · Looker · Power BI · Adobe Analytics · Similarweb
Operations & Systems: ERP Integration · Fishbowl Inventory · POS Systems · PIM · Supply Chain Management
Creative & Content: Product Photography Direction · Campaign Creative · Social Media Strategy · Email Marketing · SEO
Strategy & Leadership: P&L Management · Digital Transformation · Cross-Functional Leadership · Agile/Waterfall PM · B2B & DTC

PROFESSIONAL EXPERIENCE

Crosley Capital

Consultant — Digital Transformation, Marketing & E-Commerce

Dec 2024 – Present · Charlotte, NC · Independent Consulting Practice

Strategic consulting practice delivering digital transformation, e-commerce growth, and operational excellence across a portfolio of clients.

- **Digital Transformation & B2B Systems Integration:** Led end-to-end digital transformation for diverse client portfolio across DTC and B2B channels including ERP integration and inventory synchronization.
↳ 15–30% increases in Conversion Rate and Customer Lifetime Value.
- **Customer Journey & B2B Pricing Strategy:** Modernized legacy systems and architected scalable MarTech stacks. Implemented scalable B2B pricing and DTC checkout optimizations.
↳ 20% uplift in Average Order Value within six months.
- **Marketing Automation (DTC & B2B):** Designed full-funnel marketing automation strategies, integrating CRM with automation platforms and building automated nurture campaigns.
↳ 25% YoY revenue growth.
- **Personalization, Segmentation & Inventory Visibility:** Designed advanced personalization strategies and customer segmentation models enabling hyper-targeted marketing automation.
↳ 40% improvement in customer retention (B2C).

KEY ENGAGEMENT

Zia Pia — Operations & E-Commerce Lead · Dec 2025 – Aug 2026

Embedded operations and e-commerce lead for an authentic Italian artisan food importer carrying 416 SKUs across 24+ producers. Owned the connected DTC, B2B, supply-chain, marketing, creative, and reporting systems required to scale the business.

- Commerce Growth & B2B: Owned Shopify DTC and B2B storefronts, wholesale catalog controls, Google Merchant Center, SEO, Matrixify imports, and Faire marketplace strategy; delivered 201% DTC revenue growth YoY, 113% traffic growth, and a 4.9★ Faire Top Shop designation.
- Real-Time Reporting & Margin Visibility: Built self-serve DTC vs. B2B revenue, SKU, channel, YoY, and contribution-margin dashboards; automated paid-social reporting, saving ~80% of manual reporting time and surfacing \$30K+ in unattributed ad spend.
- Forecasting, Purchasing & 3PL Operations: Developed demand forecasting, purchase calendars, supplier templates, and split-warehouse PO/ETA tracking across 24+ producers and CLT/CHI 3PLs; validated 248 SKUs with zero errors and led the B2B fulfillment migration to 3PL.
- Profitability & Cost Optimization: Used AOV, carrier-rate, packaging, and promotional-spend analysis to set a \$150 margin-positive free-shipping threshold, strengthen B2B pricing and quoting, and identify margin-leakage and cost-reduction opportunities.
- Scalable Operating Model: Documented repeatable workflows for content maintenance, seasonal site updates, ordering, photography production, asset management, and JIRA-based team accountability — enabling dependable cross-functional execution.
- Integrated Marketing & Creative: Led four multi-channel campaigns from brief to launch, including copywriting, social, Klaviyo lifecycle programs, paid creative, and art direction for product and lifestyle photography used across web, email, and social.
- Conversion & Content Experience: Designed gifting, olive-oil, and bundle-and-save landing pages; improved technical SEO, product feeds, navigation, and checkout experience while developing Amazon listing and A+ content strategy.

KEY ENGAGEMENT

Confidential B2B Client — IT Strategy & Operations Lead · Dec 2025 – Aug 2026

Took full ownership of a B2B organization's Microsoft Dynamics 365 Business Central environment and broader operational landscape — partnering with the Executive Leadership Team to align technology and process strategy with commercial objectives.

- Process Design & Documentation: Designed and documented end-to-end operational processes across finance, warehouse, and operations — translating complex workflows into clear, repeatable procedures that teams could follow, train from, and scale
- Scalable Team Frameworks & SOPs: Built structured frameworks and standard operating procedures giving cross-functional teams a consistent foundation. Established accountability structures, approval workflows, and escalation paths
- Business Requirements & Systems Alignment: Gathered and prioritized business requirements from stakeholders, translating them into practical system configurations and process improvements within Microsoft Dynamics 365 Business Central
- Cross-Functional Operations Leadership: Partnered directly with the Executive Leadership Team to align operational priorities with commercial objectives. Served as the connective tissue between departments — surfacing friction points and delivering solutions
- Vendor & Partner Accountability: Managed relationships with third-party providers and implementation partners — establishing clear SLAs, documentation standards, and delivery expectations
- Reporting & Operational Visibility: Built reporting frameworks and dashboards using Power BI, Jet Reports, and Business Central tools — giving leadership real-time visibility into financial performance, inventory, and operational KPIs

KEY ENGAGEMENT

Hideaway Park Brewery — B2B & Wholesale Consultant · Dec 2025 – Aug 2026

Consulting engagement for a craft brewery and hospitality client. Developed B2B wholesale and corporate gifting strategy to grow revenue through specialty food and beverage retail channels.

- Wholesale Account Development: Built wholesale pricing structure, product bundle configurations, and account-specific fulfillment protocols for B2B and corporate gifting channels.
- B2B Channel Strategy: Identified and targeted specialty food retailers, corporate gifting buyers, and hospitality accounts — developed outreach templates, pricing tiers, and onboarding documentation.

Diamonds Direct — A Signet Company

VP of Digital Strategy & Transformation / VP of Ecommerce

2022 – 2025 · Charlotte, NC · World's largest retailer of diamond jewelry

Full P&L ownership of digital and physical store operations for Diamonds Direct, acquired by Signet in November 2021.

- E-commerce & Digital Growth: Spearheaded website re-platforming (Magento to BigCommerce). Led development of the ring builder — a flagship diamond selector experience.
 - ↳ 72% increase in website traffic · 40% YoY sales growth · 35% rise in online revenue.
- Technology Leadership & Systems Integration: Designed and executed a four-year IT transformation initiative, modernizing legacy systems across eCommerce, CRM (Salesforce), ERP, and POS.
 - ↳ 30% improvement in operational efficiency.
- Creative Direction & Photography: Art directed product and lifestyle photography for e-commerce, campaigns, and in-store marketing. Managed social media content strategy.
 - ↳ Elevated brand visual identity across all digital and physical touchpoints.
- Governance, Catalog & Pricing: Established governance frameworks for CMS data accuracy. Led SKU restructuring and catalog optimization.
 - ↳ 18% improvement in on-site conversions.
- Marketing Enablement & Loyalty: Launched new loyalty programs integrated into the e-commerce platform.
 - ↳ 20% enhancement in customer lifetime value · 15% YoY profitability improvement.

Boy Scouts of America / Scouting America

Head of Digital / VP of Ecommerce / VP of Marketing

2017 – 2022 · Charlotte, NC · 2.4M+ participants nationally · \$150M revenue

Earned three promotions from Director to Head of Digital / VP of Ecommerce / VP of Marketing, ultimately taking enterprise ownership of digital, marketing, and e-commerce across \$150M revenue, 150+ retail locations, 53 websites, and 4 e-commerce platforms. Strategic bridge between retail commerce, membership recruitment, and member retention.

- Digital Estate Consolidation: Audited, consolidated, and modernized a fragmented 53-website digital estate — national council sites, program portals, and corporate properties.
 - ↳ Unified digital infrastructure supporting 2.4M+ participants.
- E-commerce & Revenue Growth: Launched two DTC websites (Magento 1 to 2.3 and Shopify Plus) with seamless B2B bulk ordering capabilities.
 - ↳ 220% e-commerce revenue increase · 74% conversion rate improvement · 62% increase in sales per member.
- Photography, Social & Brand: Directed product and lifestyle photography for Scout Shop, uniform launches, and seasonal campaigns. Managed social media strategy across Instagram, Facebook, YouTube, and Twitter.
 - ↳ 1,200% social media engagement increase · 17% email list growth in 3 months.
- Rebranding Initiative: Drove the BSA → Scouting America rebrand across all 53 websites and 10+ social channels.
 - ↳ 7% revenue boost · 10% web traffic boost.

"Rachel's experience, quality of work, and creativity continues to out-perform expectations and is comparable to any external marketing agency. Incredible year for Rachel!"

— Mark Winkelman, CEO, Boy Scouts of America

ADDITIONAL EXPERIENCE

BioLite · Head of Ecommerce & Digital Marketing · New York, NY

Led Shopify migration, digital marketing, influencer and social strategy, and art direction for product and lifestyle photography; delivered 49% YoY e-commerce revenue growth and a \$1M holiday sales lift.

Flint and Tinder · Head of Marketing · New York, NY

Art directed all product and lifestyle photography; built brand identity and social media strategy for Kickstarter-born American-made apparel brand.

Ashley Stewart, Inc. · Sr. Director, Ecommerce & Marketing · New York, NY

Art directed seasonal fashion photography and campaign imagery; managed omni-channel strategy across DTC, retail, and wholesale.

Safilo Group · Sr. Marketing & Brand Manager · New York, NY

Managed brand marketing for luxury eyewear portfolio; developed integrated campaigns across digital, print, and retail channels.

Kingspan Group · North American Marketing Manager · Orlando, FL

Led North American marketing for global B2B building materials company; built digital marketing infrastructure for traditionally offline industry.

Bank of America · Media Buyer / Planner · Atlanta, GA

Planned and executed media buys across digital, print, broadcast, and outdoor; managed multi-million dollar media budgets.

EDUCATION

MBA, Concentration: Marketing

University of Georgia · Athens, GA

BS, Major: Advertising

University of Florida · Gainesville, FL