

RACHEL LAI

Ecommerce, CRM &
Growth Marketing

CONTACT

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Location: South Yarra, VIC

EDUCATION

University of Melbourne

Bachelor of Arts (Media / Marketing)
2016 - 2018

Wesley College

International Baccalaureate Diploma
(Scholarship)
2014 - 2015

SKILLS

- eCommerce
- CRM & Lifecycle Marketing
- Email Marketing
- Paid Social Advertising
- Customer Acquisition
- Customer Retention
- Experimentation & A/B Testing
- Conversion Rate Optimisation
- Customer Journey Optimisation

ABOUT ME

Ecommerce and growth marketer with 7+ years scaling DTC and purpose-led brands. I own the full revenue engine across Shopify, lifecycle/email and paid acquisition, having grown email revenue 127% YoY into a core revenue channel and built a wellness brand's marketing from the ground up to a 5.4% conversion rate and 23.5% returning customer rate. Focused on retention and lifetime value, not just acquisition.

WORK EXPERIENCE

Growth Lead Sept 2025 - Present

Lumen One

Built and managed the full growth engine for a premium Australian wellness brand across Shopify, brand creative, paid acquisition, lifecycle/email and creator partnerships.

- Grew the brand to **1,000+ orders** and a **23.5% returning customer rate** within months of launch.
- Drove a **5.4% site conversion rate** through CRO and on-site optimisation.
- Built the email channel from **zero to 1,100+ subscribers**, with Klaviyo flows and campaigns supporting retention and repeat revenue.
- Produced all ad creative and ran Meta acquisition end-to-end, maintaining a **3.7x ROAS** while scaling early-stage customer acquisition.
- Ran the full creator partnership process, covering outreach, briefing and content production to fuel paid acquisition.
- Developed brand positioning and messaging around independently lab-verified product quality, differentiating in a crowded wellness category.

Marketing Manager Sept 2024 - Mar 2026

Amble Outdoors

Owned ecommerce, email and lifecycle marketing for a growing purpose-led outdoor apparel brand, across acquisition, conversion and retention.

- Grew email revenue **127% YoY** and email-driven orders **4x** through segmentation, A/B testing and lifecycle flows, establishing email as a core revenue and retention channel.
- Contributed to **48% YoY** ecommerce revenue growth, coordinating paid media with freelancers, owning creator partnerships and editing ad creative.
- Grew organic social YoY: average reach per post **+40%**, total reach **+25%**, engagement rate **+12%**.
- Scaled Amble's annual community grant program **12x** in applications through campaign strategy, partnerships and community engagement.
- Localised and optimised the Shopify store across markets, adapting site content, size charts and key pages to improve conversion and customer experience.
- Used GA4, Shopify, Klaviyo and Meta Ads to drive segmentation, testing and continuous optimisation across the customer journey.

CERTIFICATIONS

- Advanced Google Analytics
- Google Tag Manager
- Google Ads
- HubSpot Inbound Marketing
- DigitalMarketer: Paid Traffic Mastery
- SEMrush: SEO Fundamentals

TOOLS

- Shopify
- Klaviyo
- GA4
- Meta Business Suite
- Hubspot
- Google Ads
- Amazon Ads
- Webflow
- Wordpress
- Canva
- Figma
- CapCut
- ChatGPT / AI Tools
- Microsoft 365

WORK EXPERIENCE (CONTINUED)

Marketing Manager

Aug 2020 - July 2024

Harvey

Worked with consumer and purpose-led brands across websites, paid media, email, CRO and reporting.

- Ran landing page and messaging A/B tests, including one that increased ATEC eCook sign-ups **4x**.
- Led SEO and content strategy for Kester Black, turning a blog post outranking the homepage into a content series with an embedded quiz that segmented leads into tailored email flows.
- Developed email strategy, templates and lifecycle flows for clients including Bank Australia and Merry People, spanning both AU and US market flows.
- Managed paid media across Meta, Google and LinkedIn Ads across acquisition and lead generation campaigns.
- Ran Amazon Ads and marketplace strategy for a client, covering campaign structure, listing optimisation and performance reporting.
- Played a key role in ATEC's eCook launch across Cambodia and Bangladesh, building the landing page, creating all ads and advising the in-country teams on optimisation.
- Bridged online and retail for Jasper Coffee, developing in-store messaging and customer education materials to create a consistent omnichannel journey.

Growth Marketer

Feb 2020 - Aug 2020

Stage3 Growth Agency

Managed paid social, reporting and content delivery across a multi-client agency portfolio.

- Managed and optimised Meta paid social campaigns across multiple clients, improving campaign performance and efficiency.
- Used Google Analytics to turn campaign data into monthly reporting and optimisation actions.

Growth Marketer

Jul 2019 - Dec 2019

Startupbootcamp / Asahi Beverages

Ran growth experiments for accelerator programs and a corporate innovation program for Asahi Beverages, using paid media, landing pages and rapid testing to validate demand.

- Ran LinkedIn and Meta campaigns that drove a **54% YoY** increase in accelerator applications.
- Lifted application completion rates **37.2%** through landing page and funnel optimisation.
- Validated demand for new Asahi beverage concepts through MVP testing and A/B experiments before product development.