

KATE STAPLEY

E-COMMERCE MANAGER

Dedicated to Unleashing Profitable Growth & Delivering Exceptional Outcomes

TEAM LEADER | STRATEGIC | SOLUTIONS-DRIVEN | AGILE | DEDICATED | ADAPTABLE

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CAREER SUMMARY

E-commerce and digital marketing expert with a fervent dedication to driving profitable growth and delivering exceptional business outcomes. With a strong background in managing diverse portfolios, spearheading onboarding initiatives, and leading digital projects, I'm passionate about leveraging real-time data insights and fostering team excellence. My expertise in CRM systems, project management tools, and e-commerce platforms has been honed through years of experience in customer success and strategic account management. My journey is marked by a Master's in Media Arts & Production and a relentless commitment to achieving success for both clients and my team.

KEY SKILLS

- Proficient in managing diverse client portfolios, driving revenue growth, and ensuring tailored solutions.
- Skilled in cultivating lasting client relationships, delivering exceptional service.
- Experienced in onboarding initiatives, optimizing integration processes, and facilitating rapid time-to-value for clients.
- Capable of overseeing omnichannel interactions, analysing data to drive strategic decisions.
- Demonstrated ability to lead and mentor teams, fostering cultures of excellence.
- Proficient in leveraging real-time data insights to inform strategies and optimise processes.
- Proven track record in orchestrating digital initiatives, managing projects end-to-end.
- Adept at establishing rapport and fostering connection with diverse clientele.

TECHNICAL SKILLS

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| • Digital Expansion, Migration & Development | • Email Service Providers (ESP): Klaviyo, DotDigital, Yotpo, Emarsys |
| • Implementation, Onboarding, Learning & Enablement | • Customer Experience (CX) Management |
| • UX & UI Quality Assurance | • Loyalty Product Expertise |
| • E-commerce Platforms: Shopify, BigCommerce, Magento, Salesforce Commerce Cloud (SFCC), and more | • Reviews & User-Generated Content (UGC) Strategy |
| • Project Management Tools: Jira, Confluence, Trello, Miro, Monday | • Copywriting, Proofreading, and Editing |
| • CRM Systems: Salesforce, Zendesk, Gorgias | • Sales Techniques: QBR (Quarterly Business Review), ABR (Annual Business Review), Cross-Selling, Upselling, Renewals (including contract negotiation) |

EDUCATION

- Master of Media Arts & Production – University of Technology Sydney
- Bachelor of Creative Arts – Film & Television – JMC Sydney
- Certificate IV Marketing and Communications – TAFE Meadowbank

CAREER HISTORY

APAC IMPLEMENTATION MANAGER

AUG 2023 - CURRENT

Yotpo, Haymarket NSW

Contributions

- Drove the transformation of merchant onboarding by leading initiatives to seamlessly integrate Yotpo's SaaS products, optimising efficiency and effectiveness.
- Develop and execute tailored program strategies, ensuring swift time-to-value and alignment with individual merchant requirements, leveraging real-time data insights.
- Successfully manage a portfolio of 40+ merchants, spanning across SMBs to Enterprise-level entities.
- Championed the seamless integration of Yotpo's suite of SaaS products for new merchants, orchestrating their onboarding experience to maximize efficiency and accelerate time-to-value
- Key Achievements:
 - Earned accolades with successive victories in the APAC Team Recognition Awards throughout Q2, Q3, and Q4 of 2023, underscoring excellence in team performance and contribution.
 - Achieved back-to-back triumphs as the recipient of the esteemed Nora Loyalty Solution Provider award for the years 2022 and 2023, showcasing unparalleled dedication and proficiency in loyalty solutions provision.

MULTI-PRODUCT CUSTOMER SUCCESS MANAGER

JAN 2022 – AUG 2023

Yotpo, Haymarket NSW

Contributions

- Oversaw a diverse clientele portfolio comprising up to 70 clients, generating an annual revenue of \$1.8 million through retention & cross-selling; across a spectrum of D2C & B2B omni-channel and pure-play brands in Australia, New Zealand, and Asia.
- Specialised in Loyalty & Referrals products while adeptly managing Reviews & UGC/VMS accounts, delivering tailored solutions to meet client needs effectively.
- Conducted regular Sales & Partnerships Enablement workshops relating to Loyalty & Referrals functionality, strategies, releases & product updates.
- Cultivated enduring client relationships and facilitated seamless product adoption, resulting in consistently high satisfaction levels and increased client retention rates.
- Key Achievement:
 - Attained recognition as the Top Customer Success Manager in Q4 2022, achieving exceptional net and logo retention goals on a global scale.

STRATEGIC ACCOUNT MANAGER

SEPT 2020 – JAN 2022

Moustache Republic, Sydney NSW

Contributions

- Orchestrated digital initiatives for a diverse clientele spanning Australia and New Zealand, as the Strategic Account Manager at Moustache Republic.
- Spearheaded projects encompassing UX/UI design, platform migration, custom functionality, and SaaS implementation, catering to client-specific needs with precision and expertise.
- Managed a portfolio of up to 11 clients, driving annual revenue generation of \$800k through strategic account management and proactive client engagement.
- Leveraged a deep understanding of client objectives to deliver tailored solutions, ensuring seamless project execution and client satisfaction.

OMNI-CHANNEL CX MANAGER

Retail Apparel Group, Waterloo NSW

SEP 2018 – SEP 2020

- Directed a dynamic team of 6 Customer Service agents overseeing omnichannel customer interactions for Retail Apparel Group's diverse brand portfolio, including Tarocash, yd, Rockwear, Connor, Johnny Bigg, and American Swiss.

- Orchestrated weekly reporting and analysis for each brand, leveraging insights to drive informed decision-making and optimise customer service strategies.
- Empowered team members through mentorship and development initiatives, cultivating a culture of perpetual enhancement and delivering excellence in service consistently.
- Expertly managed escalations and conducted UX quality assurance and troubleshooting activities, ensuring seamless customer experiences across Zendesk CRM, Magento, Harmony ERP/POS/WMS, and BazaarVoice Reviews platforms.

FLIGHT CENTRE TRAVEL GROUP – TRAVEL AGENT (SALES)

H&M – RETAIL ASSISTANT

DAVID JONES – RETAIL ASSISTANT MANAGER

ZARA – RETAIL ASSISTANT

PRIOR

REFERENCES

Available upon request.