

SARAH JEAN DURHAM-SIMONELLI (SJ)

Consumer-Focused Operations, Brand & Technology Leader

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SUMMARY

Profit-focused Growth & Operations Leader specializing in bootstrapping consumer brands to profitability and scale. Proven track record of architecting "order from chaos" in 10-100 person growth environments. Combines strategic vision with hands-on technical execution to drive revenue, efficiency, and brand equity.

CAREER CONTEXT (2024 – PRESENT)

Stepped away from C-Suite leadership in 2024 to serve as the primary caregiver for a terminally ill parent. Currently maintaining technical sharpness and driving impact via a deliberate Individual Contributor (IC) role while preparing to return to senior leadership.

EXECUTIVE EXPERIENCE

SINGAPORE MATH, INC. | Portland, OR Head of Marketing & Technology | 2023 – 2024 *Global educational publisher.*

- Tech Stack Modernization: Spearheaded the migration and overhaul of data synchronization automations between ERP and Web, significantly boosting operational efficiency and data integrity.
- Strategic Alignment: Collaborated with senior leadership to align cross-functional teams and execute impactful campaigns aligned with core business goals.
- Data-Driven Growth: Leveraged data insights and industry trends to implement solutions that strengthened the brand's competitive edge and ensured cohesive messaging across all channels.
- *Note: 2023 consulting engagement evolved into this full-time leadership role.*

VVOLT | Portland, OR (Remote/Hybrid) VP of Operations & Marketing (Held Title: Chief Operating Officer) | 2020 – 2023 *Founding leadership member for an electric mobility startup.*

- \$1M Revenue Scale: Scaled company from zero to \$1M+ revenue and achieved profitability within one year of public launch through integrated brand and ops strategy.

- Profitability: Achieved monthly profitability milestones without external investment by rigorously managing unit economics and overhead.
- PLM Architecture: Architected operational infrastructure and Product Lifecycle Management (PLM) processes, managing supply chain logistics from factory to warehouse.
- Brand Strategy: Defined organizational values and brand voice, embedding strategy into every aspect of the business from product development to hiring.
- Team Building: Assembled and led the marketing and technology teams, fostering a culture of autonomy, rapid execution, and data-driven decision-making.

SHOWERS PASS | Portland, OR Director of Marketing & Operations (Held Title: Director / COO)
| 2020 – 2023 *Premium outdoor apparel brand.*

- Conversion Optimization: Redesigned the website utilizing modular Shopify themes, increasing add-to-cart rates and conversion rates (CVR) while reducing manual internal effort.
- Inventory Velocity: Optimized marketing efforts to drive increased total inventory turn and increased average order size (AOV).
- Go-to-Market: Spearheaded GTM plans for multiple new product lines encompassing digital marketing, SEO, press, and local advertising.
- Strategic Alignment: Refined the brand and organizational identities, intertwining the vision, goals, and brand voice and embedding strategy within the organization.

SOCK IT TO ME | Portland, OR Head of Marketing & E-commerce | 2014 – 2020 *Global whimsical sock and apparel brand.*

- 57% Revenue Growth: Transformed e-commerce platform and online presence, driving 57% direct online revenue growth in the first year and 21% in the following year.
- 153% DTC Growth: Grew DTC customer base by 153% and retention rate by 67% through the direction and implementation of a multifaceted retention strategy (fulfillment experience, post-purchase re-engagement, loyalty program).
- Process Engineering: Architected a new PLM process to decrease time-to-market and streamline interdepartmental communication, reducing cycle time from 18 months to 6 months.
- 167% ROI: Regular market analysis and targeting improvements resulted in an average of 167% ROI across all digital channels.
- Data Democratization: Led a major analytics overhaul, centralizing e-commerce, marketing, and CRM data in the cloud to improve reporting sophistication and access across the organization.
- Team Scaling: Scaled the marketing department from 2 to 8 FTEs within 3 years to meet growing productivity demands.

EMPIRE COVERS | Jenkintown, PA Sr. Graphic Designer & Project Manager | 2007 – 2012

- \$7M ARR Growth: Directly contributed to the rapid growth of the company to \$7M ARR through contributions to UX design, development, SEO, and project management.
- SEO Dominance: Managed multiple content strategy and landing page initiatives, boosting SEO rankings to the first page for key high-volume terms.
- Legacy Migration: Redesigned and migrated a critical vehicle-matching app from Flash to HTML/JS.

RECENT ACTIVITY: SPECIALIST & CONSULTING (2024 – PRESENT)

LL GLOBAL (LIMRA) | Remote Digital Marketing Specialist (Full-time) | 2024 – Present
Deliberately selected Individual Contributor role to accommodate caregiving duties.

- Automation: Automated multiple high-profile email campaigns to reduce internal effort and improve segmentation/personalization.
- Development: Designed and launched a custom app to preview and automate the production of signature publications.
- Impact: Maintained technical sharpness while delivering critical efficiency wins for the marketing organization.

REWONDER | Portland, OR Founder | 2024 – Present

- Launch: Secured grant funding to launch a sustainable product line, validating market demand and business concept.
- Build: Built the brand identity, initial website, and product development strategy.

EDUCATION

BFA, Graphic Design | Rosemont College, Rosemont, PA (2006) *Leveraging Design Thinking applied to Business Operations.*

TECHNICAL EXPERTISE

STRATEGIC LEADERSHIP P&L Management, Forecasting & Budget Management, Organizational Development, Process Optimization, Cross-Functional Team Leadership, CX Analysis, Organizational Structure Definition.

E-COMMERCE & MARKETING Shopify (Liquid), Magento, Solidus/Spree, Amazon Seller Central, SEO/SEM (Google Ads, Bing), Retention Strategy, Cohort Analysis, Brand Management, Product Lifecycle Management (PLM).

DATA & AUTOMATION Zapier, Make (Integromat), HubSpot, Salesforce, Pardot, Klaviyo, Google Analytics (GA4), Power BI, Data Studio, Excel Expert (Power Query/M Language), Airtable.

CREATIVE & DEVELOPMENT HTML5/CSS3, JavaScript (JS), TypeScript (TS), PHP, Ruby,

Tailwind CSS, Adobe Creative Cloud (Illustrator, Photoshop, InDesign), Figma, VS Code, Git.