

Ali Oswald

I bridge creative strategy and data-driven execution to build and scale DTC brands, combining big-picture vision with hands-on startup experience.

Details

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LinkedIn: www.linkedin.com/in/alicia-oswald

Education

Loyola Marymount University Bachelor of Arts - Marketing / Business Law

General Assembly User Experience Design Certification

Experience

Jul 2024- Present Blake Brown Beauty
Head of E-Commerce & Digital

Aug 2023 - Jul 2024 Bubble Beauty
Director, E-Commerce & Digital

Sep 2020 - Aug 2023 Dossier Perfumes
Senior UX Manager

2017- 2024 DTC Consultant (UX & E-Commerce)
Clients: Market Studios, Veracity, Sandland Sleep, Goldune, Bezel, Amuse, Wilde TV, IMAX

Skills

DESIGN

UX Design: User Interviews, User Research, User Journey Mapping, Persona Development, Wireframes, Usability Testing, UI Design, A/B Testing

Brand Identity, Packaging Design, Web Design, App Design, Typography

ECOMMERCE

Shopify Plus, GA4, Hotjar, Shopping Funnel Analysis, Customer Relationship Management (CRM), Product Merchandising, Inventory Forecasting, Supply Chain Logistics, Data Analytics, Conversion Rate Optimization (CRO), Content Creation and Management, Customer Service, A/B Testing and Experimentation, Budget Management

MARKETING

Email and SMS Marketing, SEO (Search Engine Optimization), Paid Advertising (Meta, Google, TikTok), Customer Segmentation and Targeting, Retargeting and Remarketing Strategies, Marketing Analytics and Data Interpretation, Brand Storytelling, Community Building and Engagement

SOFTWARE

UX Design: Figma, InVision, Sketch, Adobe Creative Suite

E-Commerce: Shopify, GA4, Hotjar, Gorgias, Intelligems, TikTok Shop

Marketing: Klaviyo, Yotpo, Meta Ads, Pinterest Ads, TikTok Ads