

# BRITTNEY DLABIK

ECOMMERCE • CUSTOMER EXPERIENCE • OPERATIONS • PARTNERSHIPS

Proven leader in DTC start-ups and small businesses with expertise in eCommerce operations, customer experience, and partnerships. I leverage data-driven insights to drive performance and achieve impactful results. My attention to detail and adaptable communication style help manage complex interactions effectively.

## CONTACT

+1 (305)-713-9424

brittneydlabik@gmail.com

United States of America  
(Fluent in English and Spanish)

[LinkedIn Profile](#)

## SKILLS

Customer Experience • Customer Success • Cross-Functional Collaboration • Data Analytics • Inventory Management • Negotiation • Performance Metrics • Problem Solving • SEO • Start-up & Small Business Operations • Strategic Partnerships • Vendor Retention

## TOOLS

5 years expertise in:

Gorgias • ZenDesk • Klaviyo • Shopify • Yotpo • Rise.AI • Asana • Microsoft Office Suite • G-Suite • Instagram • Airtable • Trustpilot • Slack • Shipstation

## EDUCATION

### Miami Fashion Institute, MDC

Associate in Science: Fashion Merchandising  
2017-2019

Forecasting and Research • Global Merchandising • Product Development • Merchandising Strategies

## PROJECTS

### Miami Fashion Week • Project Coordinator

JRPros LLC • June 2019

Effectively executed tasks assigned by the PM, ensuring seamless operations according to event timelines. Coordinated the setup of seating arrangements for events with 50+ seats. Managed quick turnaround for subsequent shows, completing cleaning and setup within 30 minutes while maintaining high standards of cleanliness and preparedness.

### Miami Swim Week • Project Coordinator

June 2018

Guided 20+ models on and off the runway per show, ensuring each model knew their position in the line-up and contributing to a 100% on-time start for all shows. Pressed, steamed, and assembled over 15 garments per event. Collaborated with a team of 10+ members to organize and construct the runway, successfully completing setup 2 hours ahead of schedule for each event.

## WORK EXPERIENCE

### International Customer Experience Specialist

June 2022 - June 2024

Freddy USA/UK/AU/NZ, Remote

Premium Italian activewear brand known for figure-enhancing designs that blend style, comfort, and performance.

- Responded to high volumes of customer inquiries regarding products, pricing, availability, and order status via Gorgias, calls, email, and Zendesk live chat.
- Maintained a 98% CSAT, first-email response time under 5 hours, resolution time under 15 hours, and an NPS score of 75, consistently exceeding performance goals.
- Delivered weekly reports on customer trends and product campaigns using Asana, driving a quarterly 20% improvement in strategic planning with cross-functional global teams.
- Resolved PayPal and American Express disputes, as well as chargeback orders, within 48 hours, ensuring customer satisfaction and minimizing revenue loss.
- Troubleshooted and resolved Shopify website issues, including payment errors, product display inaccuracies, and order fulfillment, boosting checkout conversions by 30%.

### eCommerce Specialist & Operations Coordinator

February 2020 - June 2022

Exclusive Beauty Club, Baumann Cosmetic & Research Institute

Boutique e-retailer offering a curated selection of dermatologist-recommended premium skincare, haircare, wellness, and beauty products.

- Revamped online marketplaces' visual appeal and navigation, increasing average session duration by 20% for 1,000+ visitors in 2 months.
- Cultivated strong partnerships with luxury skincare vendors, ensuring 100% satisfaction and a 20% increase in vendor retention over 6 months.
- Oversaw vendor invoicing and inventory tracking using G-Suite and Microsoft tools, managing 35-50 daily invoices and achieving 96% stock accuracy with a 20% reduction in discrepancies.
- Managed logistics and project workflows for 3,000+ monthly orders, achieving 98% adherence to monthly SLA timelines.
- Resolved fulfillment issues and returns within 48 hours, enhancing customer satisfaction and reducing return rates by 15% in two quarters.

### Director of eCommerce & Account Manager

January 2019 - January 2020

Simonett, Miami Design District

Modern fashion brand offering minimalist, curated ready-to-wear collections that emphasize art expression.

- Launched and merchandised over 50 new products on Shopify, executing content updates and product descriptions, increasing product visibility by 25%.
- Created compelling Instagram content, effectively communicating the brand's ready-to-wear concept, leading to a 20% increase in online engagement over a 3-month period.
- Implemented advanced SEO strategies via Klaviyo, driving a 40% boost in website traffic and a 20% improvement in organic search rankings.
- Directed sample inventory management for each collection, ensuring accurate tracking and availability of over 200 items per season to meet showroom and partner needs.
- Forged strong wholesale partnerships, collaborating with the Wholesale Director to strategically grow the business and achieve a 25% revenue increase within one season.