

Rebuilding Growth Infrastructure for a Subscription DTC Brand

COMPANY: WALKER & COMPANY (BEVEL)
ROLE: DIRECTOR OF GROWTH AND
PRODUCT MARKETING



The Challenge

Bevel's DTC channel had healthy traffic and strong brand affinity, but:

- Conversion and repeat rates were below target, and many high-intent visitors exited without purchasing or chose to buy via retail partners instead.
- Customer research and on-site surveys surfaced consistent themes: difficulty finding the right product information, price/value concerns, and friction in the shopping and checkout experience.
- Internally, data lived in multiple systems, there was no unified DTC "source of truth".
- UX, lifecycle marketing, journey mapping, and loyalty hadn't been prioritized.

Impact

- 200% lift in PDP/feature page conversion through messaging refresh
- 32% site CVR in one year
- 32% AOV increase
- 47% order growth
- 43% lift in conversions from segmented lifecycle campaigns
- 22% reduction in cart abandonment
- 35% faster product

My Approach

I developed four strategic pillars that made tradeoffs and priorities clear:

- ✓ Brand and Education: Close the information gap and elevate Bevel's differentiated story across homepage, PDPs, and lifecycle communications.
- ✓ Journey and UX: Reduce friction from landing to checkout, with a strong emphasis on mobile experience and navigation.
- ✓ Loyalty, Subscription, and Expansion: Increase repeat purchases, frequency, AOV through upsell/cross-sell recos in cart, bundling offers, loyalty program awareness, and subscription redesign.
- ✓ Data, segmentation, and measurement: Consolidate data, sharpen attribution, and build the segmentation and automation needed for scalable lifecycle marketing.

Key Initiatives and What I Owned

1. Product education, positioning, and PDP/feature page optimization
2. Lifecycle segmentation, CRM platform migration, and automation
3. GTM, pricing, bundling, and site-wide conversion
4. Loyalty, subscription, retention, and LTV
5. UX, add-to-cart, and cart abandonment
6. Leadership, operating model, and cross-functional influence