

BIANCA STIPCICH

ECOMMERCE & GROWTH MARKETING MANAGER

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PROFILE

I've spent the last six years building the digital side of AF Brands: the Shopify stores, paid media, CRM and social behind Arthur Ford, S  kret Health and Michaels Bouquet. I joined when online was a small part of the business and became the main person driving its growth within a two-person marketing team. My background is in creative brand communications, so I tend to work across both sides of a brand: the numbers and customer journey, but also the creative, packaging and launch work that gets a product into market.

SELECTED IMPACT

+110% ECOMMERCE SALES Arthur Ford online store 2023–2025	R3.4m META SPEND RUN IN-HOUSE 3.7x ROAS on sales campaigns Jan 2024 – Oct 2026	8.4x META RETARGETING ROAS 2,175 purchases Dec 2024 – Oct 2026	2,041 → 5,716 ANNUAL ORDERS Arthur Ford online store 2023–2025
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EXPERIENCE

AF Brands | Digital Marketing Manager

2022 – Present

Arthur Ford, S  kret Health & Michaels Bouquet · South Africa & Kenya

Joined AF Brands as a Marketing Assistant and gradually took ownership of ecommerce and digital as the business grew. For my first five years, marketing was a two-person team and I was the main person responsible for building the online side of the business.

- Rebuilt and relaunched arthur-ford.com on Shopify Plus in 2023 and have run it since, including theme and Liquid development, navigation, product pages, merchandising, tiered agent pricing and promotions.
- Since the relaunch, Arthur Ford's online sales grew 110% from 2023 to 2025, with annual orders rising from 2,041 to 5,716 and checkout completion doubling.
- Took Meta advertising in-house in January 2024 and have managed R3.4m in spend since. Sales campaigns returned 3.7x ROAS; the strongest retargeting campaign delivered 8.4x ROAS across 2,175 purchases.
- Manage R170k+ in monthly paid media across Meta, Google and TikTok, including Performance Max, brand search (28% CTR) and Demand Gen.
- Built, launched and run michaelsbouquet.com for the Kenyan market. Opened online ordering to agents in 2025; agents made up 57% of store sales in the first year, and store sales grew 48x from 2021 to 2025.
- Grew S  kret Health's online sales 9x from 2023 to 2025, with orders up from 177 to 1,314, through Meta and Google campaigns.
- Run social media for all three brands: managed the Arthur Ford Facebook page end to end since 2020 and run Arthur Ford's Instagram, creating most of the content myself.
- Plan customer journeys across WhatsApp (CM.com), Klaviyo email and SMS for onboarding, VIP agent welcome, reactivation and loyalty. Set the strategy for, and built with my coordinator, Arthur Ford's Klaviyo flows (cart and browse abandonment, rewards and agent sign-up, winback), with cart recovery driving about half of flow sales; the agent sign-up email averages a 60% open rate.
- Contributed to lifecycle and churn analysis across 116,894 customer records to understand where customers drop off.
- Took Arthur Ford onto Takealot Marketplace and am currently involved in our Amazon Vendor Central onboarding.

Durban / Remote from Cape Town

Started on the creative side of the marketing team, working closely on product development, packaging, art direction, campaign concepts, photoshoot briefs and launches. As the business grew, I increasingly took on ecommerce, paid media and the digital customer journey, which eventually became the core of my role.

Independent | Digital & Ecommerce Consultant

2024 – Present

Selected South African retail, fashion, wellness and service brands

- Orphan Street Clothing Shop, Cape Town: built the Shopify homepage and added Candy Rack upsells. Meta campaigns returned 7.8x ROAS across 510 purchases.
- Review ecommerce funnels to find practical issues in mobile UX, product discovery, checkout and cross-sell opportunities.
- Put together Shopify improvement plans covering navigation, product pages, sticky add-to-cart, cross-sells and merchandising.
- Manage Meta and Google campaigns and use conversion data to see where the journey between ad click and purchase is breaking down.

HOW I WORK

CREATIVE + COMMERCIAL

I bring a design and brand background to commercial decisions, especially around product, presentation and what helps it sell.

ACQUISITION + RETENTION

I work across paid media, ecommerce and CRM, so I tend to look at the whole customer journey rather than one channel in isolation.

D2C + RESELLER

My experience covers direct retail as well as tiered reseller pricing, agent journeys and repeat ordering.

CAPABILITIES

ECOMMERCE & GROWTH

Shopify Plus, Shopify, Liquid, Shopify apps (e.g. Candy Rack), D2C ecommerce, B2B/reseller ecommerce, CRO, UX, merchandising, AOV and funnel optimisation

CRM & RETENTION

Klaviyo, CM.com CDP, WhatsApp Business, email, SMS, lifecycle strategy, segmentation, onboarding, reactivation and loyalty

CREATIVE

Adobe Creative Cloud (Photoshop, Illustrator), Canva, art direction, creative briefing and packaging input

PAID MEDIA & ANALYTICS

Meta Ads Manager, Google Ads (Performance Max, Search, Demand Gen), Google Merchant Center, TikTok Ads, GA4, Shopify Analytics, Excel, Google Sheets

MARKETPLACES & RETAIL

Takealot Marketplace, Amazon Vendor Central (working knowledge), Erply POS/ERP

LEADERSHIP & DELIVERY

Cross-functional project leadership, agency/vendor management, multi-brand planning, product launches and creative direction

EDUCATION

BA Creative Brand Communications · Vega School · 2013

Earlier career: Graphic Designer (approx. 2 years) · English Teacher, South Korea (approx. 2 years)