

ROBELLE MANCILLA

Digital Transformation Executive | E-Commerce Innovation & Customer Experience Leader

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EXECUTIVE PROFILE

Strategic digital transformation executive with 20+ years leading enterprise-scale e-commerce, customer experience, and operational innovation for Fortune 500 brands. Known for blending data-driven decision making with human-centered leadership to build high-performing teams, modernize platforms, and deliver measurable growth. Recently founded and operating digital-first ventures applying AI, automation, and UX best practices across commerce and regulated financial services environments.

Core Value Proposition: Transforms complex digital ecosystems into scalable, high-performing growth platforms through UX strategy, analytics, automation, and cross-functional leadership.

PROFESSIONAL EXPERIENCE

Founder & Principal - LaunchHaus Labs

Digital Strategy, AI Enablement & Commerce Advisory | 2025 - Present

- *Founded a digital consultancy focused on modernizing content operations, experimentation, and growth systems for emerging and established brands*
- *Designed and deployed AI-assisted workflows for content production, SEO optimization, and campaign execution*
- *Built and launched conversion-focused digital assets including portfolio sites, landing pages, automation tools*
- *Applied Fortune 500-scale operating rigor to agile, test-and-learn digital environments*

WALMART INC. (Sam's Club) | San Bruno, CA

Director of E-commerce Operations (samsclub.com) | Sep 2022 - Jun 2025

Spearheaded AI-driven digital transformation while leading Central Operations teams responsible for enterprise site production and customer experience optimization.

- Championed AI-powered CMS adoption, automating PDP workflows and achieving 7,000+ hour annual efficiency gains
- Directed cross-functional teams of 50+ associates across site production, optimization, and troubleshooting
- Elevated PDP engagement and media strategy impacting 100M+ customers through data-driven optimization
- Partnered with engineering and product teams to integrate next-generation CMS capabilities
- Defined and launched new operational roles and functions that streamlined digital operations and improved enterprise readiness.

Director of Digital Merchandising (samsclub.com) | Jan 2019 - Sep 2022

Led ecommerce experience strategy across homepage, seasonal campaigns, and category merchandising.

- Executed over 50 enterprise-wide initiatives spanning homepage optimization, seasonal marketing campaigns, site redesign, feature enhancements, and mobile optimization
- Revolutionized workflows through systematic audits, tools, and training, enabling 15% faster campaign launches
- Leveraged advanced analytics to identify growth opportunities and implement conversion-driving solutions

Senior Manager, Site Merchandising - Home Division (samsclub.com) | Sep 2014 - Jan 2019

Managed category site merchandising and digital experiences across Home, Apparel, and Hardlines divisions.

- Led digital transformation projects driving incremental online engagement for Home department
- Redesigned member journey for Tire Shopping experience, achieving 3x conversion increase and driving both digital and club engagement

WILLIAMS-SONOMA INC. | San Francisco, CA

Global Development Manager - | 2013 - 2014

Drove international expansion and led digital operation excellence.

- Launched and managed Williams-Sonoma Australia e-commerce site with full operational responsibility
- Led co-marketing initiatives across Pottery Barn, West Elm, and sister brands, strengthening digital brand presence
- Partnered with engineers and product managers to define CMS tool enhancement requirements

Website Manager | 2008 - 2013

Managed day-to-day operations of Williams-Sonoma.com and WSHome.com, overseeing comprehensive daily site merchandising activities and served as key business partner to product management to deliver roadmap initiatives.

- Delivered major experience optimizations including registry redesign and evergreen programs that improved conversion
- Managed site merchandising, search operations, UAT, release management, and content updates for flagship e-commerce platform

ADOBE INC. | San Francisco, CA

E-commerce Producer | 2005 - 2008

Managed Americas Adobe.com store operations while coordinating global product releases and best practices.

- Launched campaigns and coordinated international product releases across multiple markets
- Collaborated with Japan, EMEA, and India teams to execute e-commerce release plans and share best practices

EDUCATION & CORE COMPETENCIES

Bachelor of Science, Business Administration | Computer Information Systems, Minor: Accounting
San Francisco State University | 2005

Technical Expertise: AI & Machine Learning in Commerce and Design, Digital Transformation, Enterprise E-commerce Operations, Business + Technical Program & Project Management, Adobe Analytics, Google Analytics, CMS Platforms, JIRA, Confluence, Adobe Creative Suite, Microsoft 365 Programs, Wordpress

Leadership Excellence: Executive Leadership, Inclusive Culture Development, Servant Leadership, Team Development, Change Management, Cross-functional Collaboration