



Madeleine Cruickshank

eCommerce · Web Design · Email Marketing

eCommerce store design and backend set-up

Website design, revamping, and replatforming

Full-service website management

Full-service email marketing

madeleinecruickshank.com

Hey there!

I'm Madeleine. I started my digital consultancy because I love seeing small businesses grow.

As a founder, you know it takes more than just a website to turn a great product or service into a strong, profitable business. What you need is an online presence that guides your customers through a journey with you, from discovery to first purchase and beyond. A cohesive website and email system is the bedrock of the relationship you have with your audience; it's where you earn their trust, convert them into customers, and turn them into die-hard fans of your brand.

I bring 5+ years of digital marketing experience to my work with small businesses, specializing in building websites, eCommerce stores, and email systems that are engaging, accessible, and put the customer first.

My clients are growing, founder-led businesses who are ready to:

- Meaningfully grow an audience of brand advocates
- Ditch the DIY website struggle
- Hand their eCommerce system over to an expert
- Leverage the power of email to drive real results

Book a call with me to get started

BOOK A CALL



WHY WORK WITH ME?

· **I prioritize clear communication.** I make complex systems sound straightforward and approachable, so you can feel confident talking to me about your business' tools and never nervous to ask questions.

· **Collaboration, always.** You're passionate about your business, and I'm committed to turning your vision into a reality. Working with me means you'll not only feel listened to, but cared for, too.

· **I put the human first.** Powerful results start with thoughtful and accessible design. Every strategic decision I make begins with considering your customers' unique needs and perspectives.

· **I'm obsessed with the details.** I make sure every piece of your website and email marketing puzzle fits into place, ensuring your customers have a seamless experience across your brand's touchpoints.

TECH I LOVE:

eCommerce: Shopify
Web Design: Squarespace, Wix
Email: Klaviyo, Mailchimp, ActiveCampaign

WEB DESIGN | DIGITAL OPERATIONS

eCommerce Businesses

CARRIAGE TRADE SHOP

SÉDA LUXURY APPAREL

CARRIAGE TRADE

WEBSITE REDESIGN

Carriage Trade is the premier destination for elevated womenswear in Toronto's west end, operating since 1963. The iconic store needed to offer an eCommerce experience to match its renowned in-store service, but was struggling to keep its wide-ranging catalog organized.

The brand's revamped website now features a modern, yet inviting, digital shopping experience to its community of fashion lovers.

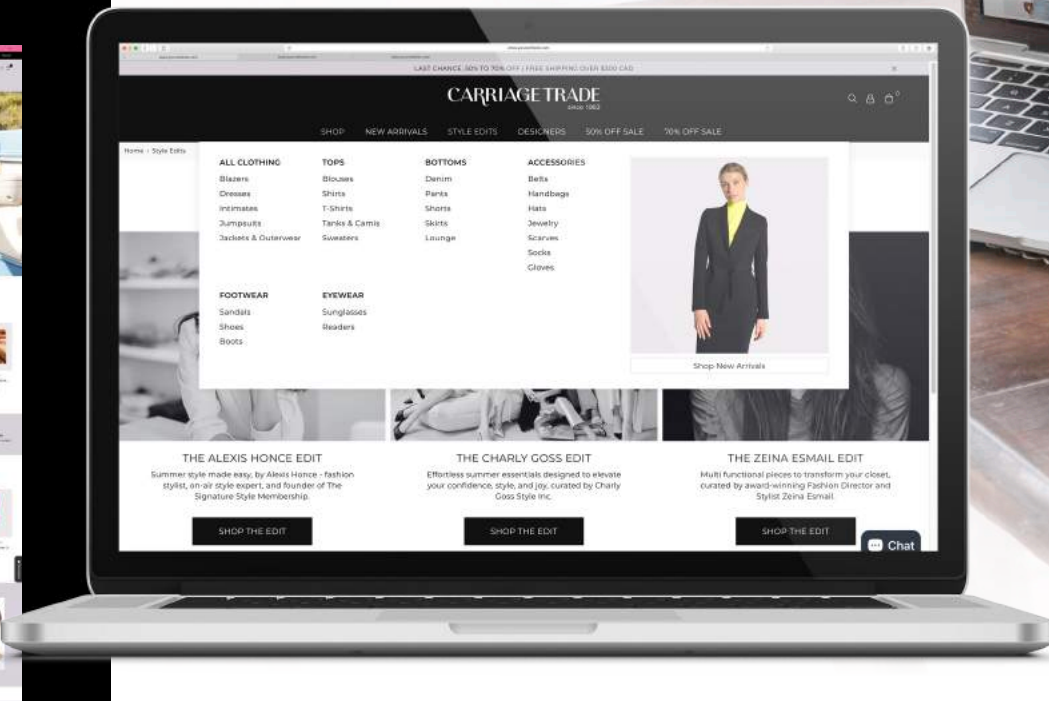
Built with Shopify.

BEFORE - HOMEPAGE



AFTER

- A customized Shopify theme, optimized across devices
- Shoppable images for a more visual, interactive shopping experience
- Mega menus to intuitively navigate the website
- Product categorization system for easy shopping across a large catalog
- Custom sections to highlight new collections, launch events, and more





CARRIAGE TRADE

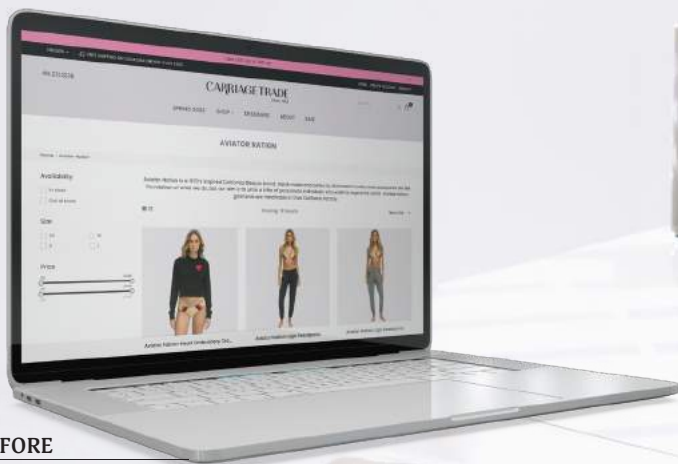
WEBSITE REDESIGN

AFTER - COLLECTION PAGE

- Custom banners to add visual interest to collection pages.
- Detailed yet user-friendly product categorization for easy product filtering and intuitive shopping.
- Larger product cards that cycle through product images.



- Custom 'Edit' pages to highlight new products, trending brands, and curated collections from stylists.

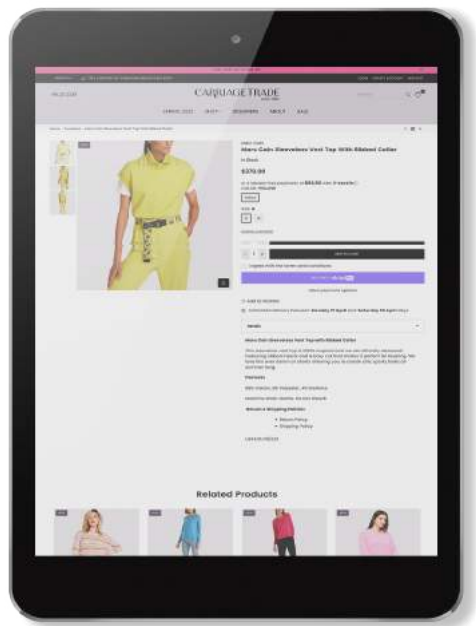


BEFORE

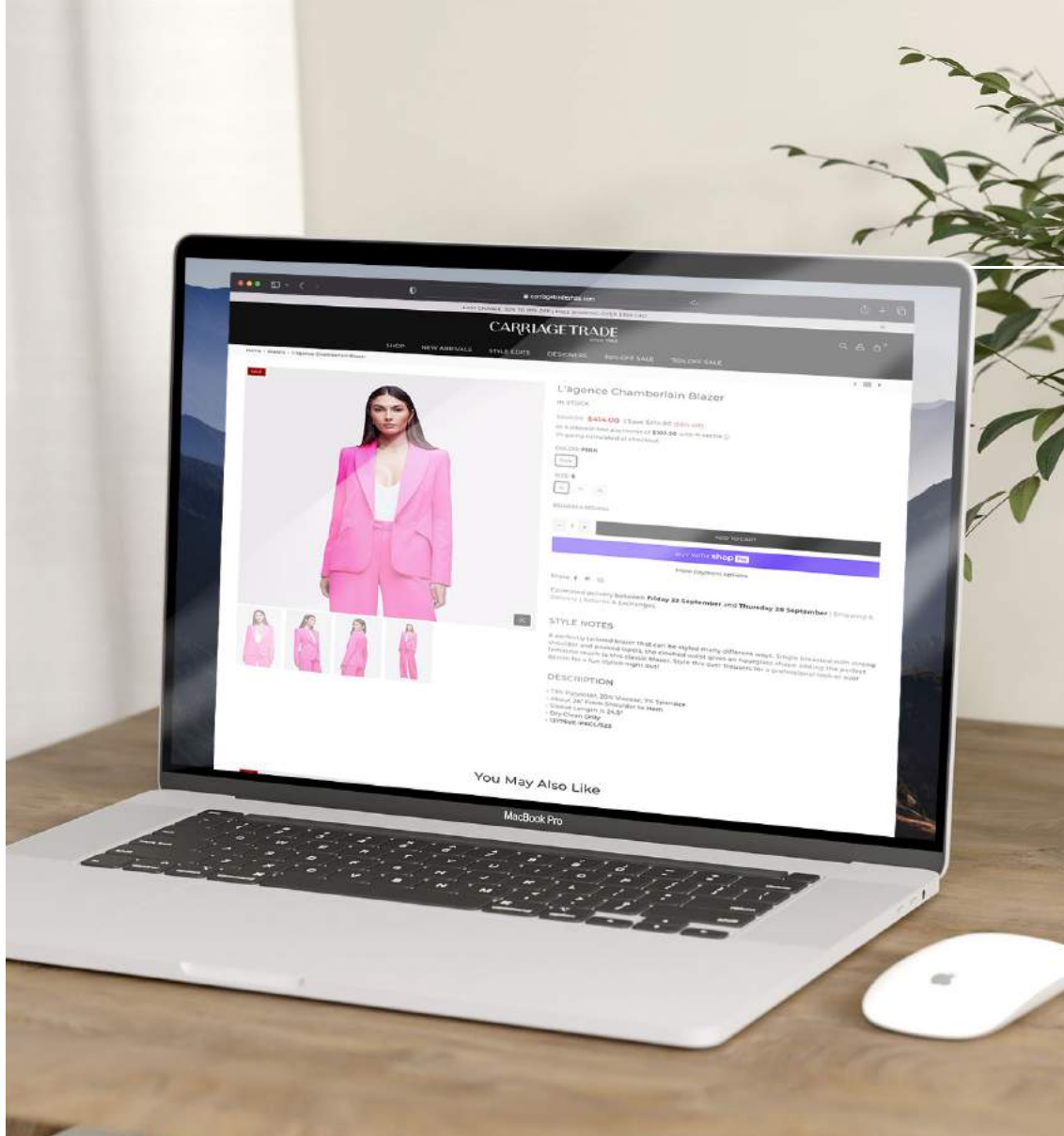


CARRIAGE TRADE

WEBSITE REDESIGN



BEFORE - PRODUCT PAGE



AFTER

- Larger product images to minimize empty space and highlight product details
- Larger product title and pricing information, with minimized empty space between elements
- Dynamic delivery window and store policies for added convenience, and higher conversion
- Clear product information sections to highlight style notes, product fit, and care details
- Larger product cards in a custom 'You May Also Like' section that features curated product recommendations and pairing suggestions



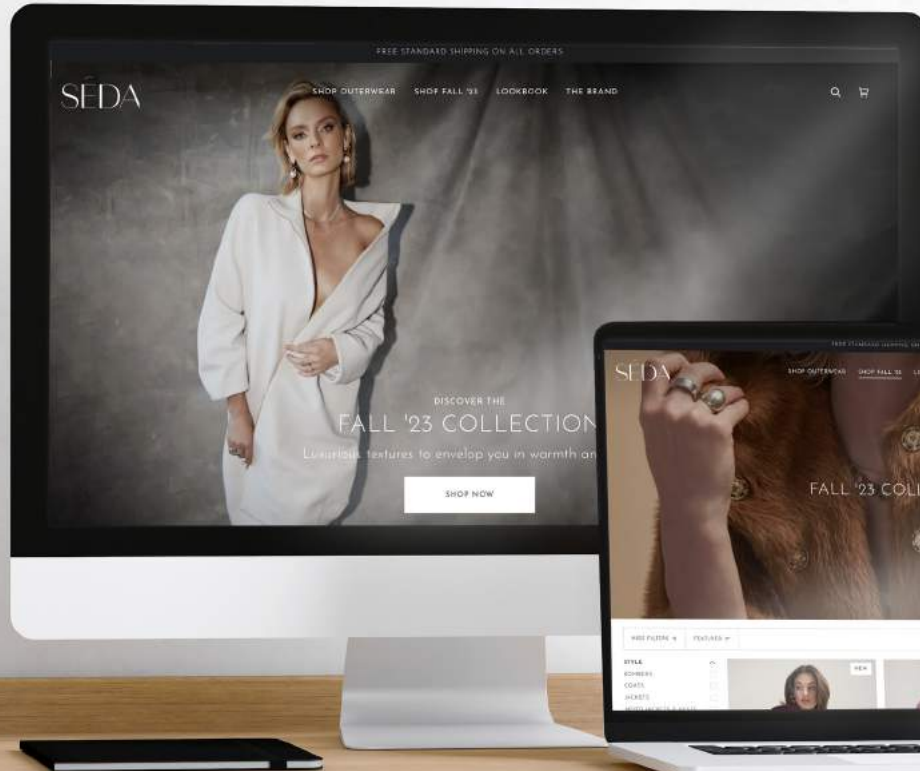
SÉDA LUXURY APPAREL

FALL COLLECTION LAUNCH

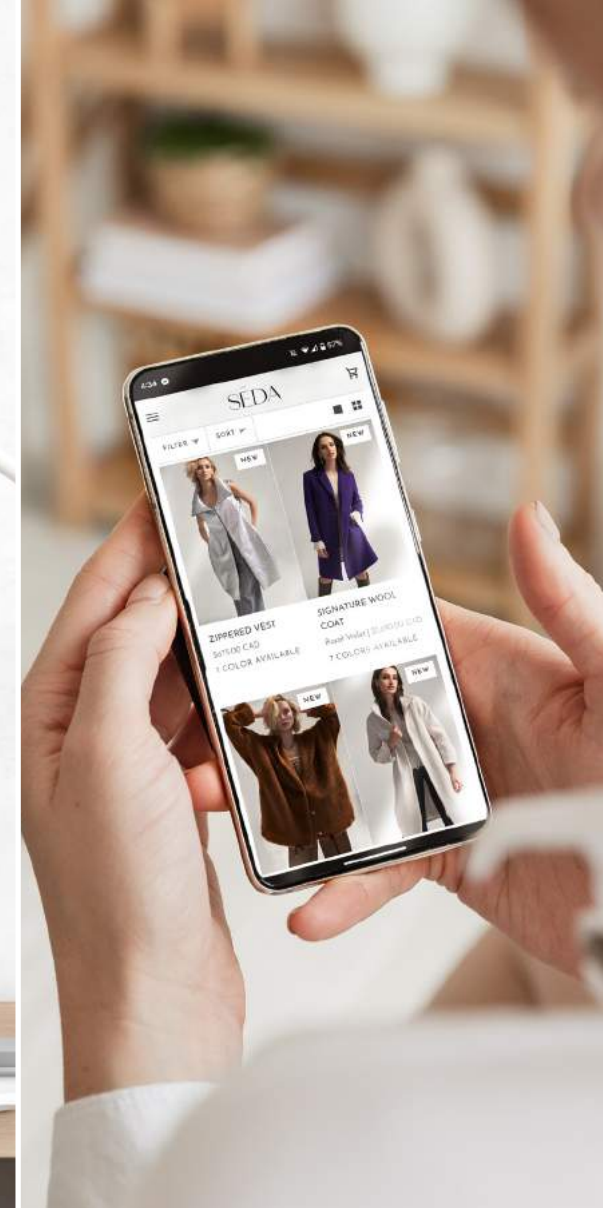
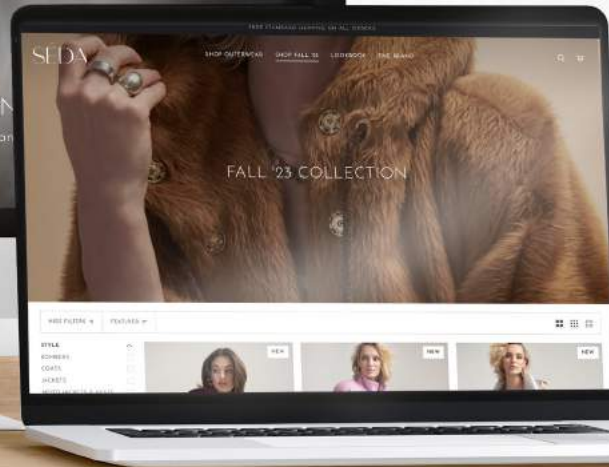
An elevated eCommerce website for the Toronto-based outerwear brand SÉDA, featuring seasonal, small-batch collections of locally produced luxury apparel.

Built with Shopify.

HOMEPAGE



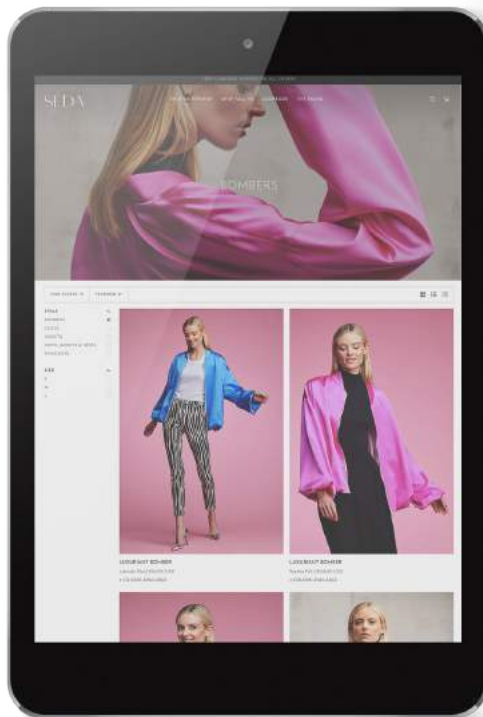
COLLECTION PAGE





SÉDA LUXURY APPAREL

SUMMER COLLECTION LAUNCH



COLLECTION PAGE



HOMEPAGE



ABOUT PAGE

SÉDA LUXURY APPAREL

CLIENT TESTIMONIAL

“Working with Madeleine on our online store has been a real pleasure. She built our website from ground zero, and built up a roster of email subscribers along with it. She’s been managing both the website and email system ever since our launch, which has helped bring in a steady flow of new customers. A true professional in every regard.

From day one, Madeleine guided us with a sure hand, offering honest advice that helped shape our brand’s online journey. Her keen eye for detail, expert guidance and comforting and upbeat demeanor took the stress out of the complex process, making everything seem simple and straightforward.

What really stood out was Madeleine’s amazing communication, quick responses and initiative. No matter what popped up, she was ready with solutions that kept our website modern and easy to use. Our collaboration with her is ongoing, we look forward to continuing our work together! We highly recommend Madeleine for anyone looking to take their brand online.”

Seda Rafilovich

Founder & Creative Director, SÉDA

sedaworld.com



DESIGN | AUTOMATION

Email Marketing

SÉDA LUXURY APPAREL

CARRIAGE TRADE SHOP

NIGHT WING GOODS

SÉDA LUXURY APPAREL

COLLECTION LAUNCH EMAIL DESIGN

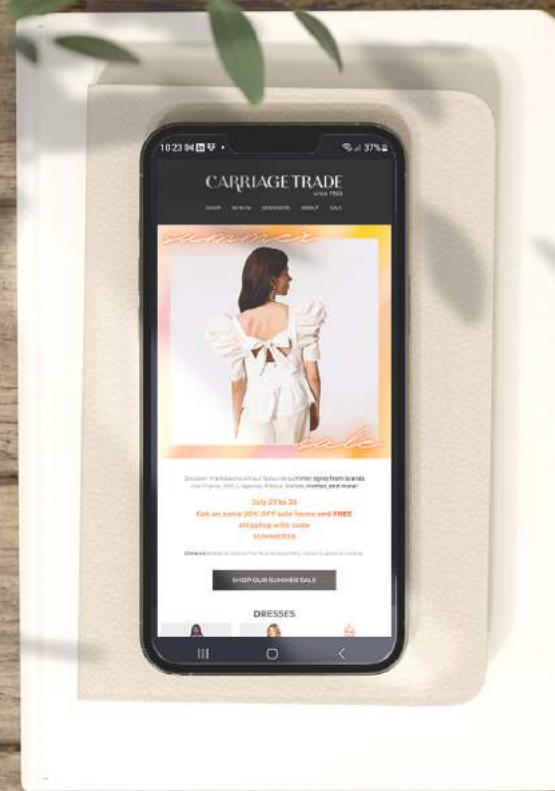


Custom email campaigns that seamlessly integrate with each brand's website to build loyalty and trust with their communities of customers.

Built with Klaviyo.

CARRIAGE TRADE SHOP

WEEKLY NEWSLETTER DESIGN



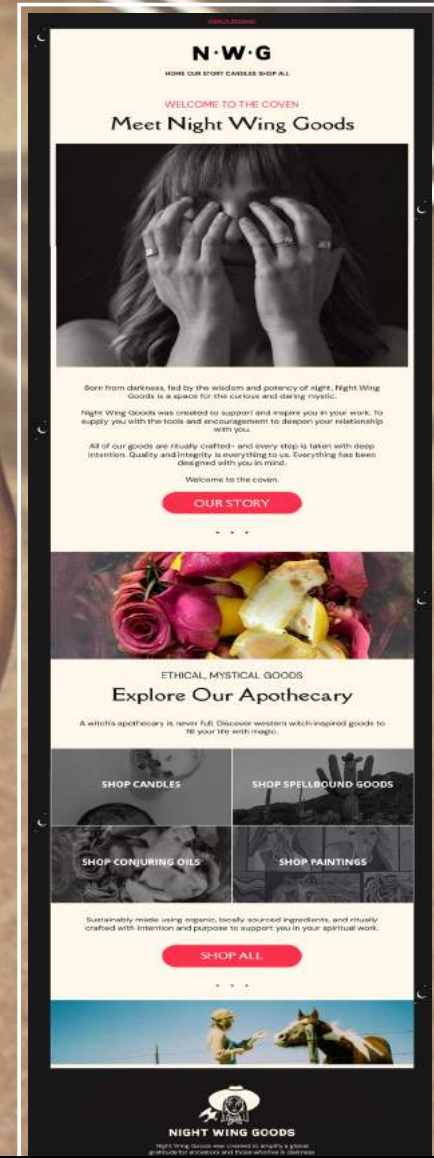
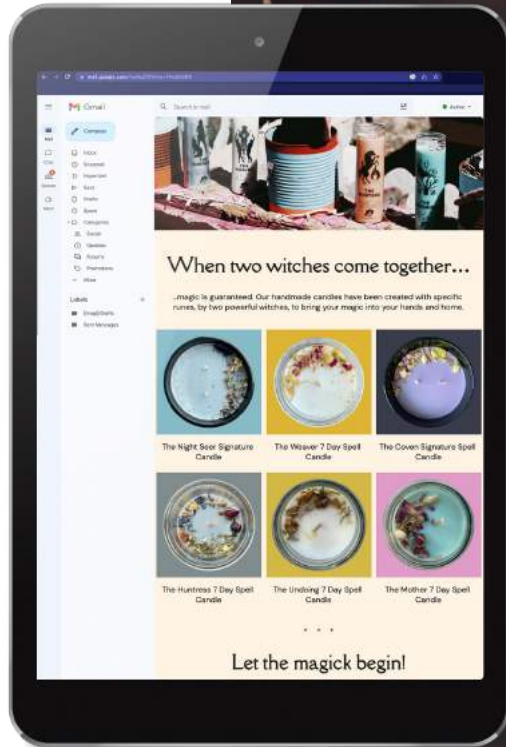
NIGHT WING GOODS

EMAIL DESIGN & AUTOMATION

An automated email system that welcomes visitors into the world of Night Wing Goods, an apothecary for modern witches.

Custom campaigns, automated sequences, and design templates work seamlessly together to bring an on-brand experience to every customer's inbox.

Built with Mailchimp.



WEB DESIGN

Service Businesses

FOUR SEASONS CHILDCARE

PAULA ROSEN PRESENTATION COACHING

JL POWER ELECTRIC

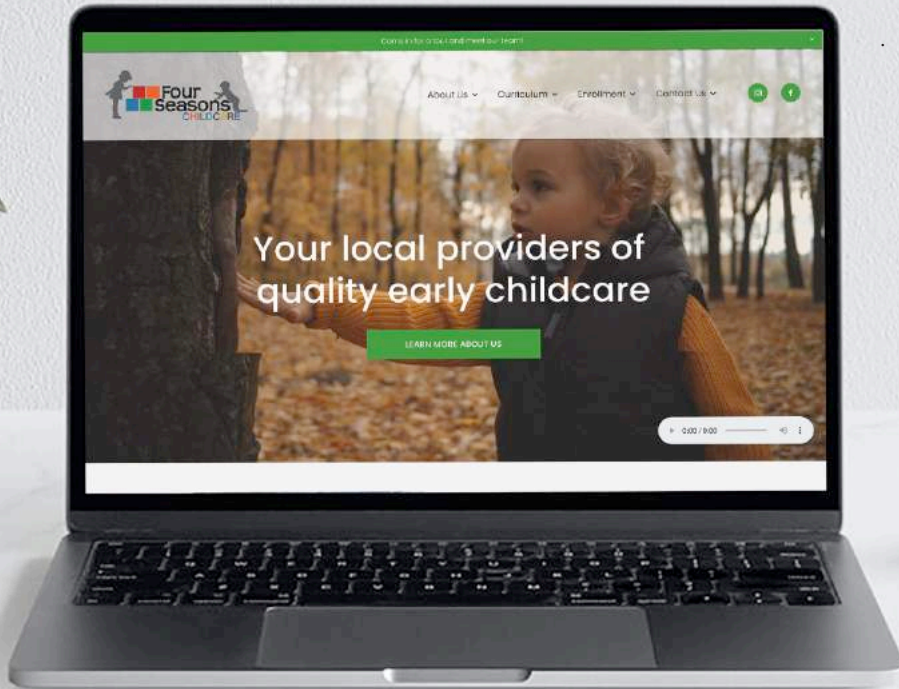
● FOUR SEASONS CHILDCARE



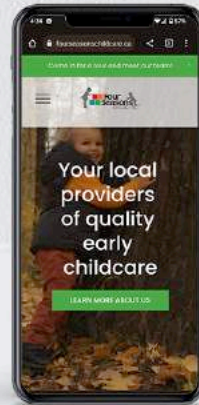
WEBSITE DESIGN

Four Seasons Childcare is a trusted provider of quality early childcare in the heart of Vaughan, Ontario. An all-new website refreshed the business' existing branding, and elevated its online presence to match its respected standing in its community.

Built with Squarespace.



- Hero banner with custom-edited video, optimized across devices.
- Engaging, visual sections throughout homepage with CTAs that encourage exploration.



CLIENT TESTIMONIAL



“It’s been our pleasure to work with Madeleine. She was able to easily understand and carry out the vision through our website. We highly recommend her services to any business.”

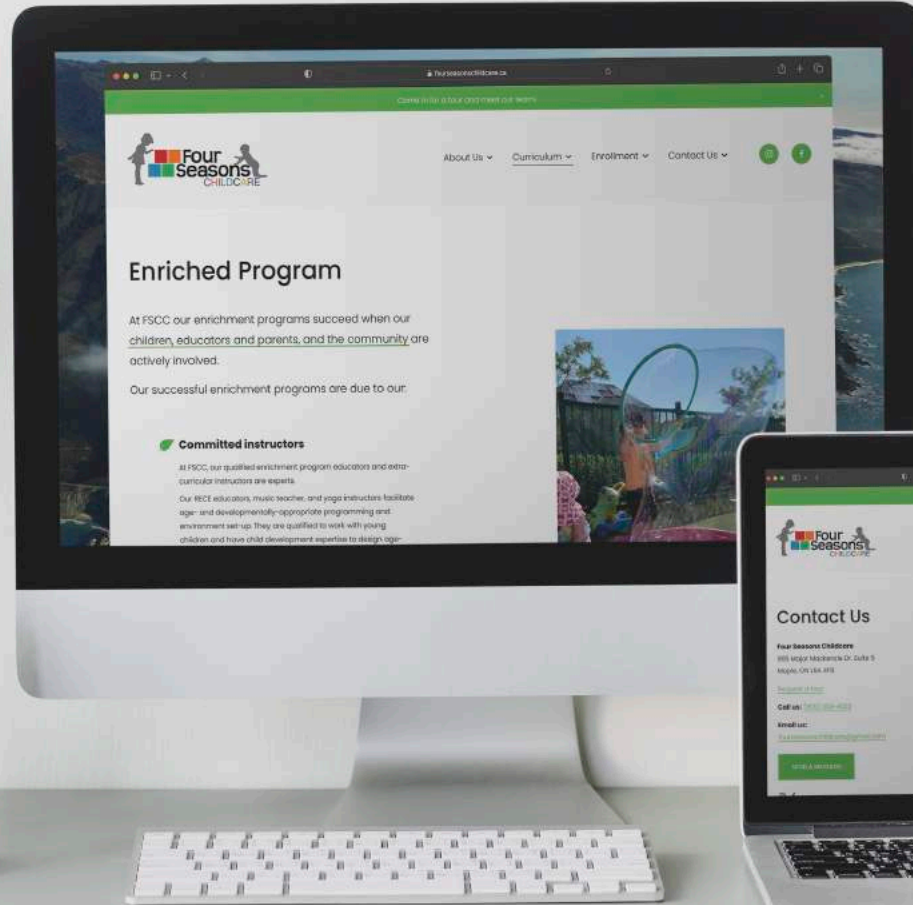
Elana Kupinsky

Director & Program Coordinator, Four Seasons Childcare

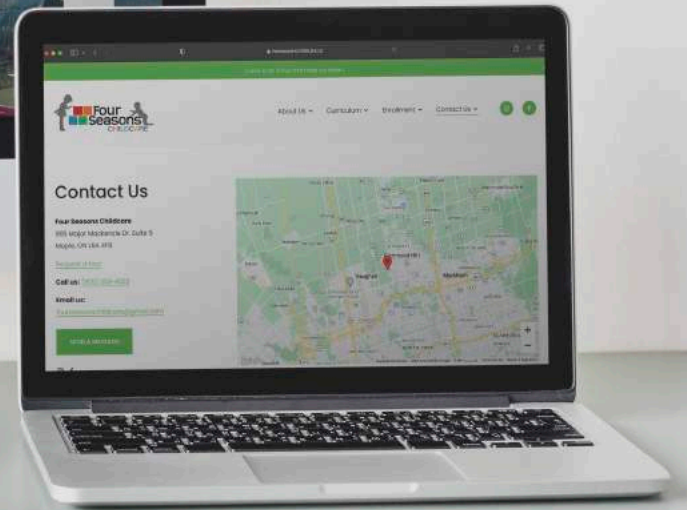
fourseasonschildcare.ca

● ● FOUR SEASONS CHILDCARE

WEBSITE DESIGN



- Responsive page design, user-friendly across devices.
- Navigation bar that shares announcements, organizes information, and encourages inquiries.
- Strategic CTAs that guide visitors through the website, toward conversion.
- Custom footer with menus that ensure new visitors and existing clients can easily find what they're looking for.



● PAULA ROSEN PRESENTATION COACHING

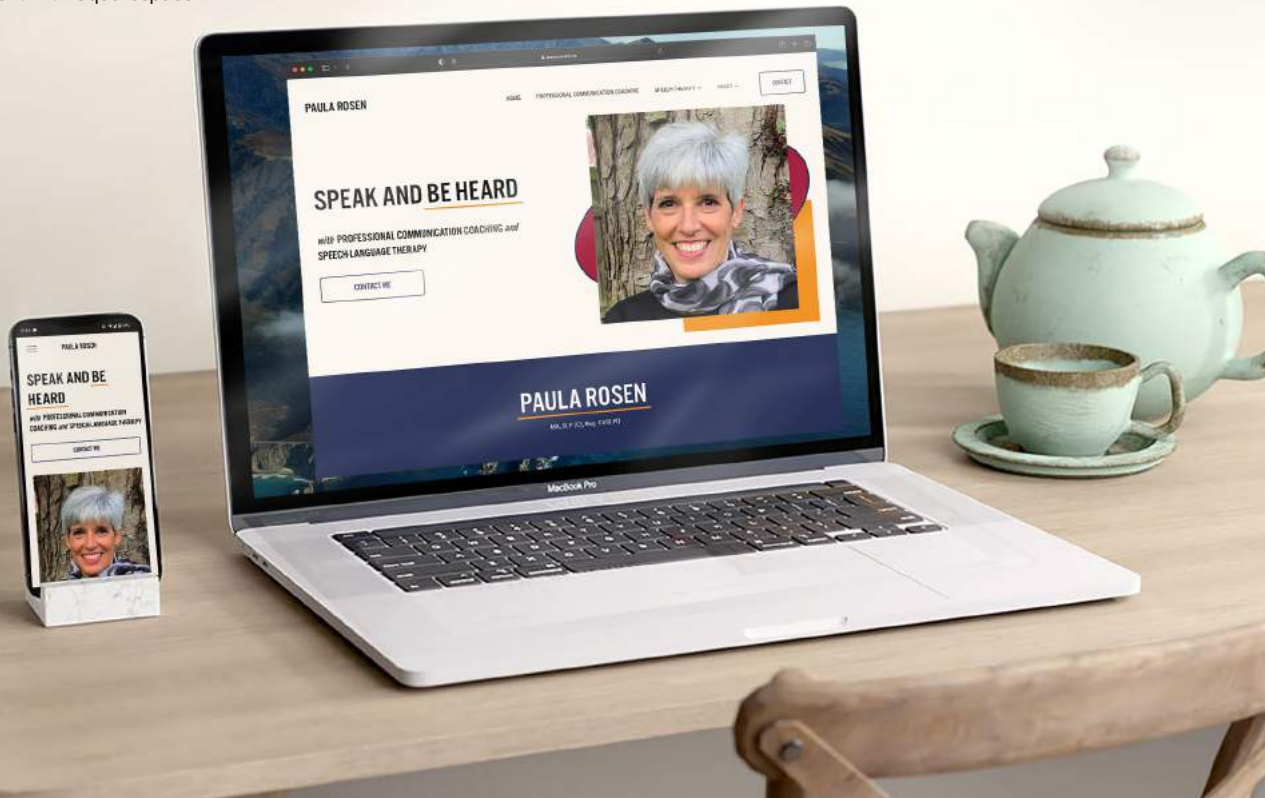


WEBSITE DESIGN

Communications coach and speech-language pathologist Paula Rosen needed a digital hub to communicate her wide-ranging service offerings.

Her skills, accomplishments, and business processes are now showcased in an organized website that matches her warm, welcoming personality.

Built with Squarespace.



CLIENT TESTIMONIAL



"Madeleine built and launched a new website for me this year. Thanks to her professionalism, efficiency and patience, the entire process was an absolute pleasure. Madeleine is creative and has a great eye for design. She is extremely tech savvy but also has great listening skills. Working with her was truly collaborative.

The website she created painted a picture of me and my business that was fresh, positive and genuine. Madeleine helped me achieve what I couldn't possibly have imagined by myself, yet her final product felt very much my own."

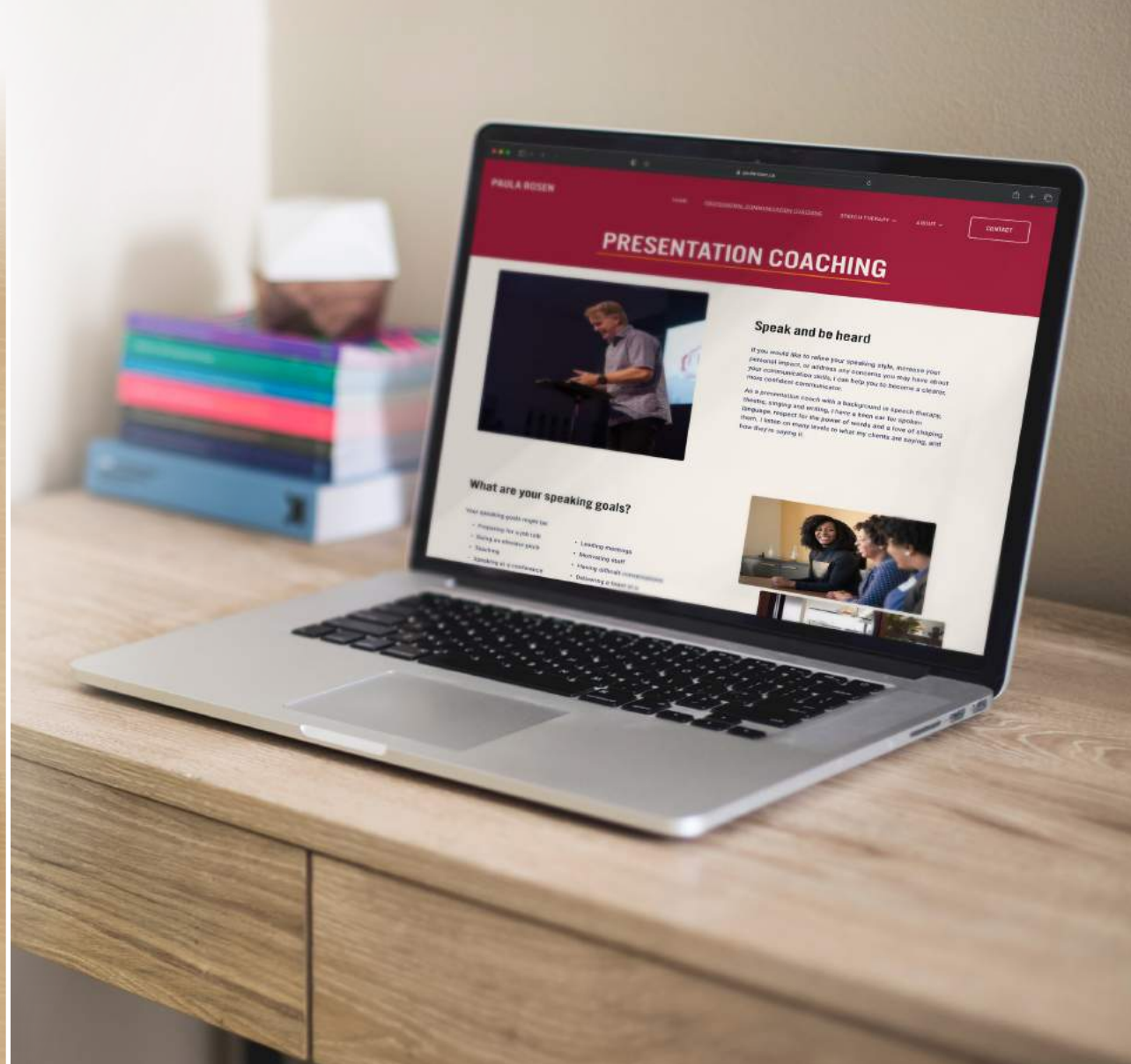
Paula Rosen

Professional Communication Coach and
Speech-Language Pathologist

paularosen.ca

● PAULA ROSEN PRESENTATION COACHING

WEBSITE DESIGN

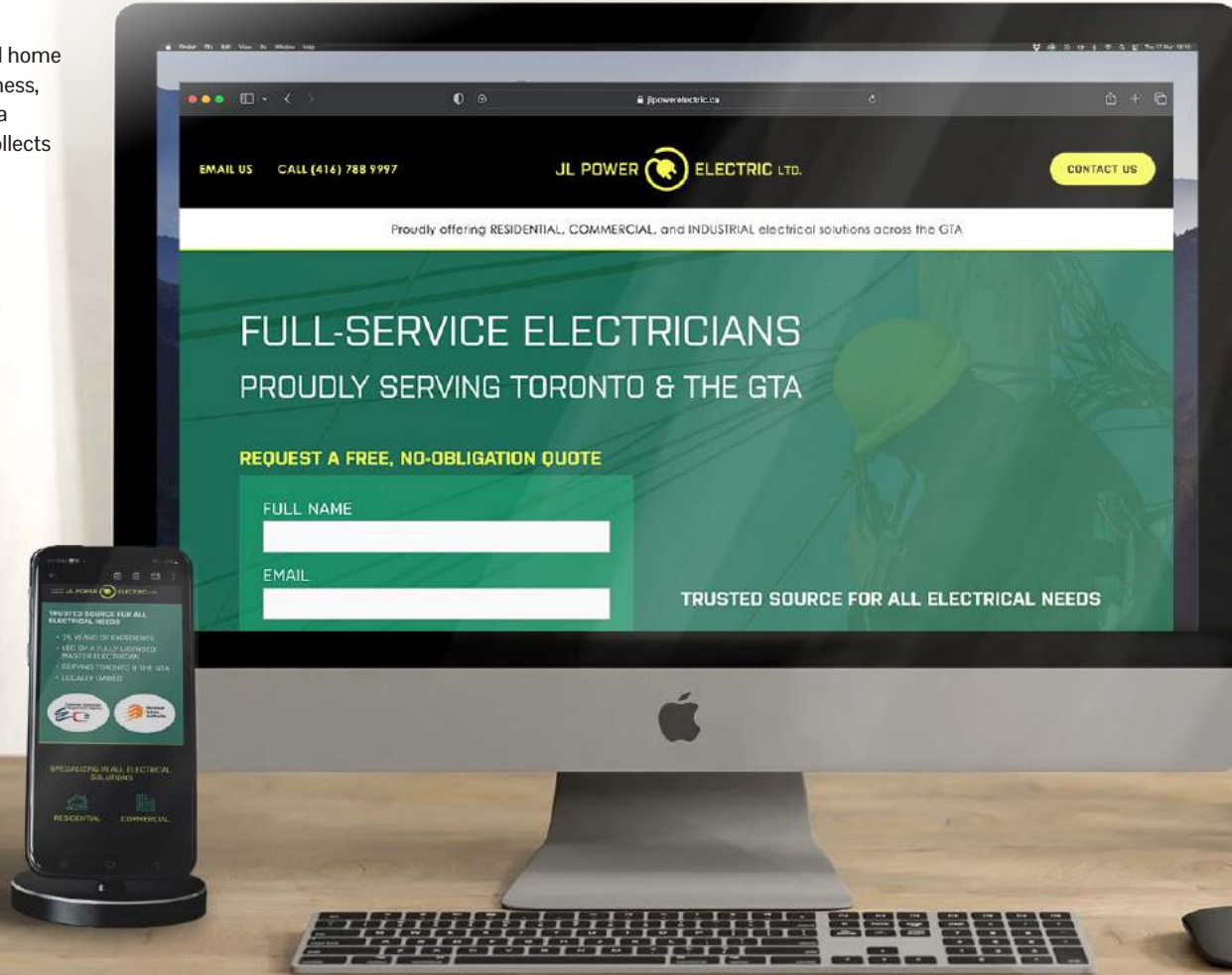


● JL POWER ELECTRIC

WEBSITE DESIGN

Founder Dennis Kupinsky needed a digital home for his burgeoning electrical services business, JL Power Electric. The company now has a streamlined website that attracts leads, collects inquiries, and boosts its credibility online.

Built with Squarespace.



BOOK A CALL

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