

# JESSICA RAMIREZ

Jessica has 10+ years of international retail experience spanning trend research, consumer insights, e-commerce, digital, retail analytics and department store management. She is an expert in translating trends to guide brands/retailers and Wall Street analyst on understanding the current and future market, globally.

In 2019, Jessica was recognized as a minority female executive reshaping retail by Footwear News. In 2022 CNBC celebrated her as one of the hispanic regular contributors across their financial shows.

She is a native English and Spanish speaker. Her interest outside of retail and trend are art exhibitions, cycling, music and traveling.



646.410.1370



weramirezinterest@gmail.com



[linkedin.com/in/weramirez/](https://www.linkedin.com/in/weramirez/)



@we\_ramirez



@we\_ramirez

## PROFESSIONAL EXPERIENCE

### SENIOR RESEARCH ANALYST

Jane Hali & Associates: New York, NY

2016-  
Present

- Tracked 50+ public brands/retailers in the consumer discretionary sector to help guide investors (mutual funds, hedge funds & fixed income) on emerging business trends and stay ahead of the curve.
- Created weekly reports with in-depth analysis which spoke to macro, consumer and retail trends, alongside her team. Reporting also included data driven insights across inventory, promotional cadence, mobile apps and in-depth insights into social media and influencers, that she spearheaded.
- Frequently quoted in Reuters, MarketWatch, WWD, LA Times, Vogue Business, Business of Fashion, Glossy, Digiday, MarketPlace, Retail Dive, Elle, USA Today, Financial Times, New York Times and made appearances on CNBC and NPR.

### TREND DATA JOURNALIST

WGSN INstock: New York, NY

2014 -  
2015

- Developed a content calendar in order to deliver weekly content-driven campaigns to generate new business opportunities and created bi-weekly newsletters for existing clients.
- Created social content to engage WGSN's audience and provided analytical retail data for perspective clients.
- Developed campaigns in North America that were globally adopted and translated into three languages. Implemented global on-boarding training for new clients.
- Created trend and data presentations for trade shows, e.g. Magic, Premier Vision Paris, and WGSN catwalk events. Performed trend data analyses that led to feature publications in the New York Times, Mergers & Acquisitions, and Glammonitor.

### TREND CLIENT CONSULTANT

WGSN: New York, NY

2012 -  
2014

- Supported a portfolio of 100+ client accounts in the U.S. and Mexico and built relationships with key client accounts in order to up-sell sister subscription products along with renewals (Sephora, Butter London, Saks, Carolina Herrera, El Palacio de Hierro, Club Monaco, Neiman Marcus).
- Communicated trend information by curating weekly content segmented emails and created trend presentations for clients.
- Worked with the marketing team to create high-level copy for weekly and daily newsletters that resulted in 20% higher click-to-open rate.
- Represented WGSN at multiple marketing events, including New York Fashion Week.
- Created an onboarding manual and trained a team of seven individuals before transitioning into a new role.

### GLOBAL SPANISH RETAIL CONSULTANT

Burberry: London, UK

2010 -  
2012

- Optimized client purchasing experience while ensuring global legal policies were met. Served as the main point of contact to Spanish-speaking countries globally.
- Helped to implement procedures and formulate policies focusing on legal procedures in emerging markets across all stores, concessions, and wholesalers in EMEA and LATAM.
- Translated all Spanish marketing materials. Assisted in re-launching the e-commerce site that enabled delivery to 48 countries.

## INDEPENDENT PROJECT LAUNCHES

### RETAIL, TREND AND MARKETING CONSULTANT

Freelance: New York, NY

2016

Collaborated with brands on consumer trend reports and worked on small features for publications.

### CO-FOUNDER

We don't speak Mexican: London, UK

2011

"We Don't Speak Mexican" was a monthly event at the Book Club, a popular arts club located in East London. The program provided basic Spanish lessons and knowledge about Mexican culture in a kitch-like manner to participants. Event was selected and recommended by Time Out London and featured in Lecool, Londonist, Run-Riot and other publications.

### BRAND MANAGER

Solitude Twins: Dallas, TX / London, UK

2011 -  
2012

Created a brand image for the accessories line, Solitude Twins. Produced a fashion film to capture the brand's essence. Enhanced Solitude Twins' established presence on ASOS by getting the brand featured in their print magazine. Assisted with the brand's global social media presence.

## EDUCATION

### CERTIFICATE : FASHION JOURNALISM AND BRANDING

Central St. Martins, University of the Arts: London, UK

2011

### BA : FASHION MARKETING

American InterContinental University: London, UK

2009