

JESSICA RAMIREZ

Retail analyst with more than 10 years of experience analyzing global trends in the retail industry. Expert in translating trends to guide brands/retailers and Wall Street analyst on understanding the current and future market. Strong understanding of the international retail market and consumer interest.



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PROFESSIONAL EXPERIENCE

RETAIL RESEARCH ANALYST

Jane Hali & Associates: New York, NY

2016-Present

Tracked 50+ public 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. Reporting also included data driven insights across promotional cadence, mobile apps and in-depth insights into social media and influencers. Was frequently quoted in Reuters, MarketWatch, WWD, LA Times, Glossy, Digiday, MarketPlace, Retail Dive, Elle and USA Today.

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-Present

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