

Jessica Ramírez

+1 646.410.1370 | weramirezinterest@gmail.com | LinkedIn: [linkedin.com/in/weramirez](https://www.linkedin.com/in/weramirez) | Twitter: @we_ramirez

Jessica has 10+ years of international retail experience spanning trend research, consumer insights, e-commerce, digital, retail data analytics and department store management. She is an expert in translating trends to guide Wall Street analyst, brands and retailers to understand 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.

Professional experience

Consumer & Retail Consultant | 2022 - Present

Guidepoint: New York, NY

- Contracted to present a monthly update covering consumer insights, brand deep dives and data analysis (inventory/price/promotion/markdown) to an audience of buy-side analysts and retailers.

Senior Research Analyst | 2016 - Present

Jane Hali & Associates: New York, NY

- 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 with quantitative and qualitative data, alongside her team.
- Spearheaded data sets that track e-commerce inventory, markdown cadence, promotions, pricing and sell-throughs across a variety of brands and retailers.
- Frequently quoted in The New York Times, The Financial Times, Bloomberg, Reuters, MarketWatch, WWD, LA Times, Vogue Business, Business of Fashion, Glossy, Digiday, MarketPlace, Retail Dive, Elle, USA Today, and makes appearances on CNBC, NPR and Yahoo Finance.

Trend Data Journalist | 2014 - 2015

WGSN INstock: New York, NY

- Analyzed data sets to identify trends across apparel, footwear and accessories.
- 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 (brands/ retailers, sell-/ buy-side analysts).
- Developed campaigns in North America that were globally adopted and translated into three languages, working with the sales and marketing teams.
- Implemented global on-boarding training for new clients of the data product.
- Created trend and data presentations for trade shows, e.g. Magic, Premier Vision Paris, and WGSN catwalk events as well as trend data analyses that led to feature publications in the New York Times, Mergers & Acquisitions. and Glammonitor.

Trend Client Consultant | 2012 - 2014

WGSN: New York, NY

- 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 being promoted into a new role.

Global Spanish Retail Consultant | 2010 - 2012

Burberry: London, UK

- 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.

Skills & Expertise

- Fundamental / Quantitative / Qualitative / Industry & Competitor Analysis
- Reporting & Presenting
- Macroeconomic Trends
- Consumer & Retail Trends
- Recognizing & Recommending Investment Opportunities / Strategies
- Training & Development

Projects

Retail, Trend & Marketing Consultant | 2016

Freelance: New York, NY

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

Brand Manager | 2012

Solitude Twins: Dallas, TX / London, UK

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.

Co-Founder | 2011

We don't speak Mexican: London, UK

"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.

Education

Financial Statement Modeling:

Wall Street Prep 2023

Certificate: Fashion Journalism and Branding

Central St. Martins, University of the Arts: London, UK, 2011

BA: Fashion Marketing

American InterContinental University: London, UK, 2009