

PENELOPE GUERRERO

Creative lead with a demonstrated history in creative direction, strategy, and concept development.

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Product Design • Creative Direction • Trend Research and Forecasting • Technical Drawings and Specifications Proficient in Adobe Illustrator and Photoshop, Microsoft and ChatGPT • Last Development • Sample Creation Leather & Non-Leather Materials • Footwear Fit & Function Product Costing • Vision and Execution • Collaboration and Partnership • Supplier Relationship • Strategic Planning Management and Talent Development • Budget Management

HOW I ADD VALUE

As a creative lead, I've learned how to navigate the footwear industry's fast-paced, complex environment, while managing sizable workloads and identifying opportunities for innovation and growth.

I've been successful in delivering product that builds on the brand's vision and aesthetic direction, partnering with cross-functional teams to execute trend-driven collections that align with seasonal concepts and strategies.

I'm comfortable with all aspects of the design and development process, possessing a broad technical understanding of shoe making and fit.

STRENGTHS

- Able to lead multiple collections from concept to finished product while maintaining accurate details, meeting calendar deadlines, and maintaining clear communication with the team.
- Skilled in both digital and traditional sketching with expert ability to create and edit technical drawings.
- Comfortable with change and in start-up, fast-paced environments.
- Able to collaborate with cross-functional teams to develop relationships and build trust.
- Excellent presentation skills, both written and verbal.
- Bilingual; able to speak, read, and write in Spanish.
- Personable, responsible, with a strong work ethic.

PROFESSIONAL SKILLS

- Extensive background in designing footwear across diverse categories.
- Proficient in Mac OS and Windows platforms, Adobe Suite, and Microsoft Office for seamless workflow.
- Proven expertise as a creative lead, skilled in high-level strategic planning and effective management.
- Demonstrated history in creating commercially successful collections that merge trend and market research with brand aesthetics and seasonal direction.

DESIGN EXPERIENCE

La Guerrera PENELOPE GUERRERO DESIGN Founder 2018

I founded a design consultancy specializing in all categories of footwear. With a deep understanding of development, merchandising, and sustainability, I provide comprehensive design services, including last development, tech packs, CADs, and refining blueprints and 3D files—all while ensuring a strong focus on comfort and fit.

- Creating footwear collections informed by consumer insights and trends while staying true to the brand's DNA and established design standards.
- Partnering with brand leadership to align seasonal collections and strategies with business objectives.
- Curating design research tailored to creative briefs, brand guidelines, and deliverables.
- Actively participating in design meetings and collaborating with cross-functional teams to define seasonal details, ensuring a clear understanding of project requirements for accurate technical specifications.
- Traveling to factories to oversee the development of seasonal collections, ensuring precise prototype corrections, proper fit, and seamless implementation of design.
- Participating in design reviews, effectively presenting conceptual ideas clearly to diverse audiences, and implementing feedback to maintain design consistency and ensure alignment with overall strategy.
- Committed to social responsibility, applying design thinking and creative problem-solving skills to support local nonprofits in my community.

THE TIMBERLAND COMPANY Stratham, NH Women's Footwear Design Director

Acted as the key decision-maker for women's product design, color and material palettes, bringing the seasonal creative vision to life while navigating a dynamic design environment with a diverse product assortment of over 300 SKUs, ranging from casual to performance footwear across various retail channels.

- Promoted innovation and creativity across an international team of designers.
- Led the design vision, execution, and identity for the Women's Footwear collections, ensuring global consistency both in-store and online at various price points.
- Partnered with merchandisers to visit global markets and develop women's specific strategies resulting in many top selling collections.
- Successfully drove the expansion of the business from \$248 million to \$442 million.
- Delivered seasonal comprehensive research of the competitive landscape, identifying trends, market advantages, and white space opportunities.
- Introduced a set of signature details and brand guidelines based on the heritage and brand DNA, creating consistency across the entire women's product line.
- Implemented design strategies for an evolving retail environment, offering innovative and unique product to enhance customer experiences.
- Developed and implemented a talent strategy focused on the skill set development of the Design Team by leveraging project allocation and travel opportunities.
- Established and implemented an onboarding program for new hires, improving brand awareness, and offering insight into cross-functional partnerships and responsibilities.
- Collaborated closely with Product Development and factory teams to optimize supplier relationships, ensuring competitive pricing and high-quality standards.
- Partnered with marketing and brand services teams to execute cohesive brand vision across retail locations and promotional materials.
- Managed and established relationships with new factory partners and vendors, working closely with sourcing teams to ensure successful execution of design details.
- Sole designer behind the women's premium collection, Timberland Boot Company, earning a feature in the September issue of Vogue, becoming first the Timberland designer to receive this honor.

PENELOPE GUERRERO CONTINUED

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COMMUNITY SERVICE & LEADERSHIP

- **Latino Coalition of Haverhill**
Treasurer | Haverhill, Ma
- **Mill Cities Community Investments**
Loan Review Committee | Ma
- **Greater Haverhill Chamber of Commerce**
Executive Board Member | Haverhill, Ma

AWARDS

- **Greater Haverhill Chamber of Commerce**
Jerry Loy Outstanding Director Award
Haverhill, Ma
- **Girls Inc.** | **Bold Woman of the Year**
Haverhill, Ma
- **NV Magazine** | **Visionary Award for Fashion**
New York, NY

PROFESSIONAL TRAINING

- **Harvard Business School LEADS** | Boston, Ma
Economic and Leadership Development Program
www.leadsma.org
- **Northern Essex Community College** | Haverhill, Ma
Nonprofit Management
Completed April 2023
- **Harvard Extension School** | Boston, Ma
Professional Development Program
Business Strategy for Managers
Completed October 2020
- **Ars Sutoria** | Waltham, MA
Footwear Components, Materials and Constructions

MICHAEL KORS | Consultant | New York, NY

Assisted the Senior Vice President of Footwear Design in the initial expansion into footwear by creating collections that reflected the brand's signature style. Helped initiate the process by understanding consumer preferences and outlining price points and distribution strategies.

- Responsible for the design of successful programs, including shoes that walked down the runway and were featured in WWD.
- Worked directly with factory partners to develop and build collections from concept to production confirmation.
- Identified color, materials, and trim details, that could be shared across categories.
- Contributed to establishing a four-season development calendar and implementing footwear design-specific processes.

CAMUTO GROUP | Design/Line Builder | Greenwich, CT

Hired to create casual & sport-inspired footwear for the newly acquired Jessica Simpson license.

- Collaborated with Vince Camuto, Founder, as part of the initial design team to define, research, and execute the overall aesthetic direction for the brand in a high energy, trend-driven environment.
- Worked directly in Brazilian factories to develop footwear collections in preparation for all major milestones and trade shows.
- Created and developed trend-led product, based on global market research and sales data, from concept phase to production confirmation, providing technical specifications for individual projects.

DURING COVID...

CIC HEALTH Cambridge, Ma

Operations Manager for the State of Massachusetts 2020-2022

- Managed COVID testing sites throughout the state of Massachusetts, including the cities of Cambridge and Boston.
- Defined and implemented operational strategies that aligned with state and federal emergency health mandates.
- Oversaw operational processes impacting the customer experience and testing procedures.
- Utilized design insights to identify opportunities for customer service and experience enhancements.
- Implemented strategies to mitigate infection risks for site staff and maintain operational continuity.
- Drove alignment between CIC Health leadership, city and state officials, and testing site leaders.
- Addressed complex operational and client challenges with a strategic, high-level approach.
- Ensured operational plans were executed effectively, meeting CDC guidelines and performance expectations.
- Led initiatives to enhance scalability, efficiency, and performance across all operational functions.
- Evaluated and refined key performance metrics to ensure operational success and alignment with organizational goals.
- Promoted inclusivity and adaptability to strengthen organizational resilience.