

PENELOPE GUERRERO

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

penelope3b@gmail.com | c. 978 902. 8414 | [linkedin.com/in/penelope-guerrero-perez-a806b332](https://www.linkedin.com/in/penelope-guerrero-perez-a806b332)

SKILLS

Product Design • Trend Research and Forecasting
Technical Drawings and Specifications • Rendering
Adobe Illustrator and Photoshop • Vision and Execution
Collaboration and Partnership • Supplier Relationship
Creative Direction • Strategic Planning
Design Management • Talent Development

HOW I ADD VALUE

As a creative lead, I've learned how to navigate the fashion industry's intricate, fast-paced environment, managing sizable workloads successfully by identifying challenges while focusing on the opportunities.

I've been successful in developing collections that build 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.

From concept to production, 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, Microsoft Office, and Excel 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.

WORK EXPERIENCE

PENELOPE GUERRERO DESIGN Founder 2018

Founded a design consultancy specializing in all categories of footwear, including dress, casual, athletic, and seasonal products. Drawing on a strong understanding of development, merchandising, and sustainability, I offer comprehensive design services from conception to production, including last development, tech packs, CADs, refining blueprints, and paying close attention to fit.

- Creating footwear collections based on consumer insights and trends, all while staying true to the brand's DNA.
- Partnering with brand leadership to align seasonal collections and strategies with business unit objectives.
- Curating design research tailored to creative briefs, brand guidelines, and deliverables.
- Actively participating in design meetings, collaborating with cross-functional teams to define color palettes, materials, and seasonal details.
- Traveling to factories to oversee the development of seasonal collections, ensuring accurate proto corrections and proper fit.
- Presenting conceptual ideas and complex information effectively to diverse audiences, ranging from leadership to factory partners.
- Committed to social responsibility, I am 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 2012 – 2018

- 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.
- Acted as the key decision-maker for women's silhouettes, constructions, color palettes, and materials, bringing the seasonal creative vision to life.
- Led the design of many top-selling collections by partnering with merchandisers to visit global markets and develop women's specific strategies.
- 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.
- Adapted design strategies to the 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 partnerships out of Brazil and India.
- Sole designer behind the women's premium collection, Timberland Boot Company.
- Earned 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 Committee | Ma
- **Greater Haverhill Chamber of Commerce**
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.leadisma.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.