

# Julissa Ramos

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## Director Digital Innovation & New Business Models

*Growth-focused marketing leader with focus on digital marketing to improve business accessibility and connection with key clients to promote cultural values toward more sustainable future.*

### — Areas of Expertise —

Digital Strategy & Transformation | Innovative Marketing Campaigns | Diversity, Equity & Inclusion (DE&I) Consultative & Solution Selling | Exceeding Revenue Goals | Digital Marketing | Global Clienteling Campaigns  
Corporate Social Responsibility | Client Satisfaction & Retention | Company Culture Enhancement  
Internal Communications Strategies | Entrepreneurship | Innovative Solution Development | Social Media

### — Career Accomplishments —

Liaison for planning, implementing, and executing Gucci worldwide brand experiences, including client outreach, brand experience logistics, travel, accommodations, and personalized itineraries.  
Created and implemented internal communications strategies across various areas, including Diversity, Equity & Inclusion and Corporate Social Responsibility.  
Founded and successfully managed fashion website focused on advertising, branding, and sales efforts.  
Founding member of in-store Interlocking committee, a program promoting all store equality & diversity.  
Extensive experience with celebrity relations, event planning, and community outreach.

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## Professional Experience

Gucci America

Beverly Hills, California

### **In-Store Hospitality**

9/2018 – 7/2020

Accepted new position in global Gucci organization to pursue new initiatives to transform client relationships in areas of Hospitality, Brand Experiences, and Clienteling. Well-versed in working on fast-paced and pressurized environments as well as working with large team of over 100 members with a vast multi-segment portfolio of clients. Beta tested all initiatives for companies with focus on retaining clients and hosted regular morning meetings for team to track client relations. Tracked all inventory to determine processes to be used and calculate ROI for different programs. Served as liaison between First North America, Gucci Osteria by Massimo Bottura, and Gucci clients and managed CRM and special events.

Go-to-person for Equilibrium program and transformed selling principles not only in LA market and Southwest but collaborated with New York and Italy to drive performance improvement activities. Drove breakthrough in industry to concentrate on social aspects of business (DE&I initiatives) in different part of the world. Took charge of all VIPGC (Very Important Gucci Clients) such as celebrities, creating go-behind-the-scenes events and methodology for serving different levels of clients, putting together protocols for all situations. Guided and mentored employees, increasing morale of team. Created strategic planning on regional basis for expansion of client base, with special attention to opportunities for providing movie clothing and celebrity events.

Created Hospitality Calendar to track all events, including programs and initiatives to guide and influence client to make best possible decision to buy right product. Ideated an engaging and emotional client experience, offering best-in-class service in-store while hosting the client in line with hospitality guidelines and welcome techniques. Proactively engaged and established strong relationships with clients, making client valued from moment entering store. Engaged with clients to uncover purchase motivations through consultative sales techniques. Enhanced clients' experiences by providing useful insights into local lifestyle trends.

### *Key Accomplishments:*

- Effectively used cross- and upselling techniques to maximize sales opportunities, achieving individual and team sales and customer targets and meeting KPIs by effectively using available data / system to boost performance and sales opportunities.

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- Used knowledge of Gucci products and strong knowledge of competitors and local clients' typology to find best possible solutions for clients.
- Integral member of 2020 GUCCI CHANGEMAKERS committee and served as ambassador for LA market – part of core team of Southwest region to execute social impact initiative focused on increasing diversity in the fashion industry.
- Organized and optimized one-on-one client appointments both in-store and off-site.
- Appointed to work closely with CRM and PR for global VIP clients and celebrity talent endorsement review.
- Created and implemented in-store wellness program for LA market, providing logistics, local partnerships, diffusion, and tracking tools.
- Contributed to development and navigation of Gucci app, presenting ready-to-wear and accessories through engaging narrative and innovative features.

Salma Hayek Pinault Ventanarosa, Inc.  
**State Manager / Executive Assistant**

Los Angeles, California  
2/2018 – 9/2018

Supported all aspects of film production with the goal of ensuring production advanced smoothly and problem-free. Assisted costume designers, directors, camera people, and other crew members. Prepared set with lights, props, equipment, etc. Printed and distributed daily paperwork such as scripts and call sheets. Conducted crowd control by erecting signs, directing pedestrians away from filming, locking down sets, and related activities. Acted as runner distributing messages or items within film crew and cast.

*Key Accomplishments:*

- Provided top level support to Salma Hayek in all aspects of professional life.
- Coordinated efforts of network, including business manager, film production associates, publicists, and other executive assistants in the UK, USA, and France.
- Oversaw social media profiles, assisted in creating content, and coordinated professional calendars.
- Managed multiple properties in USA, overseeing estates and staff of primary residence, payroll, and employee contracts.
- Administrated over various projects, maintaining confidential status of each.
- Coordinated wardrobe stylists and hair / makeup artists in preparation for the Oscars, Spirit Awards, Bafta, and UNICEF Galas, collaborating with Annabelle Harron, Robert Vetica, Joyce Bonelli, and Andy Le Compte.

Saks Fifth Avenue  
**Chanel Beauty Sales Associate**

Beverly Hills, California  
2016 – 2018

Modeled all Saks Fifth Avenue Principles while supporting top-producing beauty counter in the cosmetics and fragrances department, focusing on achieving and exceeding individual and vendor sales goals, event sales goals, and department daily monthly sales goals. Maintained a consistently high level of customer service by creating and developing excellent customer relationships as the brand expert and department representative. Provided an exceptional customer service experience from approach, to application, to closing sale and following up with customer. Cross-sold merchandise from all product categories and vendors.

*Key Accomplishments:*

- Contributed to counter achieving one-million-dollar business status for first time in account's history.
- Grew utilization of Les Services and built clientele book on counter and Chanel makeup and spa events.
- Received certification in Sublimage Academy.

Jade & Camil  
**Founder & Principal**

Los Angeles, California  
2014 – 2016

Founded business from scratch to give broader view of fashion opportunities to online consumers, capitalizing on role in retail business and customer service from 18 years old. Within high-volume online and management role, addressed and resolved diverse client needs to ensure retention and satisfaction. Upsold products and services to securing lasting revenue stream. Utilized savvy business skills and in-depth knowledge of fashion retail industry to generate profits. Oversaw all aspects of website operations from planning to purchasing and maintaining inventory. Researched for new and current trends to enhance business success. Negotiated prices and orders from vendors. Recruited and hired employees as needed.

*Key Accomplishments:*

- Demonstrated ability to multitask at high level while maintaining primary focus on sales throughout the day and completion of daily reports.
- Provided on-going feedback regarding effectiveness of advertising and promotional efforts.

Agencia Eme  
**Assistant Brand Manager**

Santo Domingo, Dominican Republic  
2010 – 2016

Brainstormed ideas to meet sales and marketing objectives, help execute plans, and report on campaign results, with the goal of increasing sales and brand awareness through effective marketing plans and campaigns, product launches, promotions, and seasonal events. Met with stakeholders to determine brand objectives and strategies. Researched markets and studied company's brand as entertainment agency. Developed and optimized market campaigns and coordinated sales, product development, and other teams. Tracked budgets with aim of maximizing gains and reducing costs Prepared reports on brand performance and sales.

*Key Accomplishments:*

- Created customized training presentations.
- Owned management of master marketing budget, organizing monthly meetings with budget owners, implementing updates, and managing change procedures.
- Coordinated cross-functional teams such as marketing, creative, and technical teams to ensure successful delivery.
- Collected feedback for identifying local community and customer needs.

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## Education and Credentials

**Emeritus / MIT – Post Graduate Diploma in Digital Business**  
Columbia University, New York, NY

**Emeritus / Columbia University – Certification in Social Media Planning, Logistics, and Analysis (2018)**  
Columbia University, New York, NY

**Bachelor of Arts and Sciences – Marketing**  
Universidad Tecnologica UTESA, Santiago de los Caballeros, Dominican Republic

**Diploma International Trade**  
Spanish School of Commerce, Santiago, Dominican Republic

**Languages:** English / Spanish (fluent), French (basic)

**Technological proficiency:** MS Office Suite, JDE / Oracle, Lightroom, Canva, Google Adwords, Stukent Mimic Social, Google Teams, Zoom