



Juliana Evangelista

Result driven business developer in training, marketing, and client experience

857-204-4759

julesyeva@gmail.com

446 E 86th St.
NY, NY 10028

Notable Achievements

GRA Gucci Onboarding Program 2021

Collection Preview – Gucci Love Parade, Exquisite, Cosmogonie Shows

Advisory Board Pace University – Transformative Leadership

Development of 2020 GUESS Onboarding

Launch of retail training and marketing for Jimmy Choo new JC Logo an rebranding for Handbag category. (0% increase to LY)

Event Production for JIMMY CHOO x Kaia Gerber

Launch of North American High Value Program, resulting in 5 out of 9 Fendi Ishine Limited Edition watches sold globally. (40k a timepiece, 500k in sales)

Launch Watch Advisory program for Fendi.

Event Production for FENDI FILA for NYC

Expand Door Count for Fendi Timepieces and open major accounts – Neiman Marcus, Saks Mens, and Bloomingdales

Event Production for Primary Wave Grammy Party 2017 -2020

Event and Visual Production and for Bob Marley 75th Birthday Anniversary for Grammy Week

SXSW Project Canvas Event Activation and Photoshoot 2014

Music/ Experiential Touring Cody Simpson/Big Time Rush 2012-2014

Assist with rebranding of Pastry Footwear 20 million in reve

GUCCI BUSINESS TRAINING MANAGER New York, NY Feb 2022 – Present 300 Million – 15 DOS, 1 Outlet

- Responsible for performing assessments to identify training needs within the region. Work with the VP of Retail, Market Director, Director of Training and regional training team to develop comprehensive solutions. Manage Store Trainers in the Northeast markets.
- Support training strategies within the market with a focus on improving KPI's and ensuring a consistent client experience.
- Focus on Selling Ceremony and Behaviors Training, executing and implementing learning strategies based on corporate directives, implementing instructor-led and eLearning training courses, and managing training ambassadors within Northeast.
- Ensure 95% Training Assessment completion rates and observations on TRA & TFA (Training Reporting App) (Training Follow Up App)
- Facilitate and develop training materials for global and regional initiatives (Collection Preview, Experience Leadership, MTO, Precious Skins Caravans, Capsule Collections)
- Launched Team Manager monthly workshops for the Northeast.
- Launch Gucci Training initiatives with Lease Business Partners to generate over 200k in ROI.
- Work with various departments to measure the success of the training initiatives and determining the value to the overall brand objectives (High Fine Jewelry, Client Engagement, Merchandising, Operations)
- Facilitate monthly district training ambassadors calls, contributing to content development;
- Create training decks for morning briefings and activities;
- Coach and train sales associates/managers with onboarding, on-the-floor observation, providing feedback, and exemplifying the luxury service experience.
- Involved in global initiatives in onboarding and Gucci Client Experience.
- Participate in Store Directors meeting and Global Retail Academy annual meetings (Milan/ Florence)

John Hardy Director of Omni Channel Education & Training New York, NY June 2021 – Jan 2022 500 Points of Sale

- Develop 360 learning solutions, implement, monitor and measure the training impact in terms of business and people performance while promoting innovative learning strategies at John Hardy.
- Work with all department leads to ensure all brand messaging is in line with brand education and determine training needs.
- Create and deliver seasonal product and selling tools to be used by retail partners, wholesale channels (Bloomingdales, Nordstrom, Jared's, Independent Jewelers., and entire John Hardy Network)
- Create, deploy, and facilitate all education, training, and coaching sessions in store, classroom, and virtual.
- Create storytelling and soundbites for selling tools.
- Work with retail partners, wholesale teams, and internal
- Coach and train store leaders and client advisors through on-the-floor observation, providing feedback, and exemplifying the luxury service experience.
- Work directly with Client Relations and Experiences to assist with customer care and special request, and train online support.
- Create Market Deck each season for Sales Team to go into presale.
- Work with the business partners to assess training needs and to define training priorities; supporting merchandising and client engagement focuses.
- Onboarded all new hires for John Hardy and wholesale associates.
- Launched John Hardy 101, Genderless Initiative, new training formats and text marketing platforms

GUESS? Director/Consultant of Training and Onboarding New York, NY Dec 2019 – June 2021

- Work under the VP of HR and Sales Training
- Oversee all training for NA corporate (1k) and retail employees on onboarding, sales, product knowledge, and store excellence, implementation of learning strategies based on company directives, and instructor-led and eLearning training courses.
- Develop, design, create graphics and copy, and execute new onboarding training program for North America for onboarding (brand history, company values, product, video content, visuals, interviews, culture and diversity)
- Develop and launch E-Learning program for GUESS
- Promote unity and strengthen culture within GUESS Network through designing seminars
- Organize, schedule, and oversee orientation and training programs and events.
- Develop and devise ongoing retail and wholesale development trainings to be used by retail trainers and wholesale teams, and store management teams to support sales goals through training development.
- Support and develop the retail teams in trainings focused on delivering premium client experience, coaching, product knowledge, retail procedures and operations, visual merchandising, and selling standards.
- Daily use Adobe Photoshop, Microsoft Suite, and project management software.



Juliana Evangelista

Result driven business developer in training, marketing, and client experience

857-204-4759

julesyeva@gmail.com

446 E 86th St.
NY, NY 10028

Core Competencies

Retail Training & Learning Programs, People Development, Transformative Leadership, Brand Marketing, Client Experience and Store Excellence, VIP Experience & Hospitality, Client Relations, Inbound Marketing, Project Management, Brand Marketing, Sales Management, Visual Merchandising, CRM, Content Creation, Visual and Verbal Presentations, Consumer Trends & Analysis, Event Production

Education

Pace University Transformative Leadership 2020

Lorenzo de Medici, 2010
FLORENCE, ITALY
Graphic Design & Fine Art

Suffolk University 2011
Magna Cum Laude

Boston Latin Academy, 2007
BOSTON, MA

Programs

Photoshop CS5 & 6, Articulate Rise, Microsoft Suite Programs
POS Systems Fashion G PS Social Media Platforms Brandboom
Macintosh & PC,

Additional Experience

PRIMARY WAVE

Brand Activation/ Experience Consultant

New York, NY April 2014– Jan 2020
Produce Grammy Award Parties (2016-2019) Bob Marley 75th Birthday Retail Pop Up, Amazonia Water Festival activations.

Want Agency

Sr International and West Coast Manager. SWIMS

New York, NY July 2015– Dec 2017

VIDA GROUP

Head of Marketing – XOXO, LOVE PASTRY, PROJECT CANVAS

New York, NY April 2012– April 2014

Volunteer

Big Brother Big Sister -
Mentor NEW YORK, NY JAN
2018-Present

Jimmy Choo

Director of Retail Training

New York, NY March 2019 – Dec 2019

40 Full Price Stores. 10 Outlets

- Work directly for VP of Sales. Created all trainings for retail(Full Price and Outlet), wholesale, and corporate teams.
- Create and lead instructional seasonal and immediate trainings and work shops focused on product, selling ceremony, story telling, lifestyle selling, learning principles, KPIs, store management collections, visual merchandising, and CRM, especially in client relations/high end/VIC/ Celebrity clients.
- Develop onboarding program and onboard all new Jimmy Choo USA Employees.
- Designed and launched the JIMMY CHOO brand overview, core and seasonal product knowledge, selling ceremony, client experience, onboarding, e- learning video trainings, and CRM training for the Americas for retail and wholesales.
- Monitor & Analyze Business and Training KPIs in order to identify learning solutions to increase sales and learning retention.
- Role playing and floor selling observations while demonstrating live better selling techniques and practices on the sales floor.
- Work with retail and wholesale corporate teams and floor management to determine training and market needs.
- Conduct market store visits for retail and wholesale locations, support Wholesale teams with product seminars for major and independent accounts and assist with trade marketing and selling events.. Oversee and implement training/ product knowledge schedules.
- Work with CRM teams to create trainings to optimize selling opportunities and increase sell out.
- Create and perform assessments on trainings and track deliverables on trainings.
- Established the strategy and building of training materials and modules for the re-launch of the Global Selling Ceremony
- Launched the new JC Logo and Branding Training.
- Spearheaded the initiative and execution of the onboarding program for all new hires for full price and outlet locations, inclusive of video tutorials on brand history, company values, and product training
- Organize and publish weekly newsletter, host month end conference calls with retail and outlet stores, monthly NY Metro Manager meetings/trainings.
- Represent the Americas to HQ and Milan on all retail training.

Fendi- LVMH

East Coast Regional Sales and Training Manager, Timepieces

New York, NY Jan 2017 – March 2019

48 Points of Sale, \$2 Million

- Manage and create business, training, selling workshops, and sales programs for Fendi Retail (Full Price and Outlet) and wholesale network.
(Saks, Neiman Marcus, Bloomingdales, Tourneau, Starboard, Laundry-Casinos)
- Develop and execute sales and retail training focused on product knowledge, cross selling, behavioral performance, learning strategies, role playing on sales floor, and client relations/VIC/Clienteling/CRM initiatives for Fendi Timepieces.
- Identify, target and open new retail clients within the territory in accordance with annual targets
- Manage East Coast territory in an effective manner including monitor & analyze weekly sale and training KPIs, selling activities, stock management, merchandising, account services, marketing activities, and budgets (P&L, Marketing, and Travel)
- Developed High Value Program - 500k in sales, lead to 5 out of 9 global sales of LE \$40K timepiece.
- Work directly with VIC and high end clients during appointments for Fendi Timepieces along store management and advisors.
- Open Bloomingdales and Saks Men's wholesale distribution
- Take part in all selling events for Fendi and Wholesale Locations – Watches of Switzerland at Bloomingdales, Fendi Peekaboo and Fur Events, Triple Points at Saks, Fendi/FILA collaboration, Starwood Cruise events, and trunk shows.
- Lead product training seminars and coaching on sales floor to enhance product knowledge and maximize ability to sell product to end consumers
- Understand the target market/consumer and successfully influences decision-makers to maximize sales potential
- Partner with Retail Management, watch advisors, personal shoppers, Fendi Category Merchandisers on product launches, create new opportunities, and participate in selling events, appointments with VICs to drive sales.
- Travel the market, monthly store visits, retail training, and recaps and tradeshow at Basel and Vegas.
- Daily communication with buyers, retail teams, and worldwide Fendi Timepieces team in Switzerland and Rome.
- Work with warehouses to ensure timely delivery for shipment for account orders, special VICs, displays, and client repairs.

The FNDTN

East Coast Regional Sales Manager, Diadora

New York, NY July 2015– Dec 2017

- Report directly to President. Manage the East Coast distribution, showroom, and sales support team.
- Increase business 50-70% on quarterly sales off LY.
- Monthly road trips for prospecting, store visits, product knowledge seminars, and pre-booking sales
- Daily outreach to current and potential buyers.
- Create and provide training and marketing materials for majors and independent retailers.
- Participate in seasonal trade shows and international sales distributor meetings to forecast and discuss sales, marketing, and design.
- Create business strategies to support and stimulate growth with retailers