

Julia Gayoso

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English to Spanish Translator

Focused on creating a consistent language able to transmit a brand's message and values while being relatable to target audience.

Expertise areas

- Product Communication
- Technical bulletins
- Brand guidelines
- Marketing assets in general
- Industries: Automotive, Fashion & Apparel

Laboral experience **Ducati North America**
Freelance Translator English to Mexican Spanish

January 2018 to date In charge of English to Spanish written translation in different projects within the brand; Marketing and Advertising, press releases, brand guidelines, internal communication bulletins, communication bulletins to dealers, technical bulletins.

Main achievements Able to maintain a consistent and clear voice that speaks about the quality of the brand taking into account the different type of messages and the audience it is addressed to.

Grupo Odem/ Scappino
General Coordinator of Product's Development and Communication

April 2014 to May 2016 In charge of product development for **Scappino** in formalwear and accessories category and communication of product in all categories. Managing a team of 5 people.

Responsibility **Research** of macro trends, color and key items. **Compare** information received across different sources and come up with the most **relevant insights**.

Select the **key** and **iconic** items of the collection to be communicated through different media (print campaign, look book, e-commerce, retail, editorials, social media) in a **consistent** but **differentiated** way.

Present and **communicate** collection's concept and **relevant** product information to Commercial Management, buyers, sales associates and press. **Collaborate** with Marketing in the **writing** of press releases.

Support and **advice** to editors in selecting outfits and garments for **editorials**. Create fashion **styling concepts** for look book, advertising campaigns and fashion shows.

Train and **update** the retail sales force in relevant aspects of the collection. Communicate to Product Development **feedback** received from store managers regarding the collection.

Main achievements Create, **develop** and implement a product **communication methodology** to emphasise **relevant information** about each product and make it easier for the Sales and Marketing teams to communicate to final consumers.

Increment in **editorial mentions** through support to editors and media based on their specific needs.

Reestructure and **relaunch** of formalwear collection targeted towards a younger consumer.

Industrias Cavalier

Design Manager

August 2006
December 2013 Responsible for design and product development on men's formalwear for the licenced brands **Givenchy**, **Tommy Hilfiger**, **Claiborne**, **Cremieux** and the company's labels Cavalier and Frazier. Managing a team of 4 people.

Main achievements Differentiate and **reinforce** the **identity** of each brand in the formalwear category, developing products focused and adapted not only to the specific **concept** and **image** of each brand but also considering its **market positioning** and price range required.

Develop **trustful** and long term **relationships** with both **suppliers** and **clients**, looking for new ways to **collaborate** together and support each other in different projects.

Creation, development and launch of **Tommy Hilfiger Vintage Slim**, a suits collection exclusive for mexican market.

Kaltex Apparel

Merchandising manager

September 2002
July 2006 **Design** and product development for **casual** and **jeanswear** collections targeted to the main clients of the company: **Levi's**, **French Connection**, **Marithe + Francois Girbaud**.

Main achievements **Create** and **develop** collections and products relevant to the company's clients in terms of style and price **in advance** of their needs.

Reduction of sample development **leadtime** and therefore more **confirmed orders** due to this **proactive approach**.

Lycon SA (Montevideo, Uruguay)

Junior Designer

2001 Casualwear and denim designer for the licenced brands; **UFO NYC**, **Stone Jeansphilosophy**, **Wrangler** and **Diesel**.

Academic Education

Industrial Designer in Textiles and Fashion

Centro de Diseño Industrial (founded by Cooperazione Italiana)
Montevideo, Uruguay, 1996-1999

Post graduate in Fashion Marketing

Instituto tecnológico de Monterrey
Ciudad de México, México, 2014

Languages

Spanish native speaker

English 95%

Italian (intermediate reading and listening / basic speaking and writing)

French (basic reading and listening)

Courses

Forecast Trends Like a Futurist, Trends Atelier by Geraldine Wharry (Online, 2020)

How to Research the Future, Trends Atelier by Geraldine Wharry (Online, 2020)

Marketing metrics in Excel, Instituto Tecnológico de Monterrey (CDMX, MX, 2014)

Fashion Communication, (IED Madrid) CANAIVE (CDMX, MX, 2011)

Fashion Styling, Peter Hamer's Fashion Academy (MVD, UY, 2000)