

# JERÓNIMO ROJAS SIGNORET

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With over two years of multifaceted experience in the fashion industry—spanning operations, development, and creative practices—I bring a unique blend of industry knowledge and creative sensibilities. My diverse background equips me with a versatile skill set, and I am eager to leverage this expertise in a marketing role in Paris.



## PROFESSIONAL EXPERIENCE

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### Palacio de Hierro / Styling Assistant

Jun 2024 - July 2024, Mexico City, MX

- Managed wardrobe pulls and led coordination for three high-profile campaigns.
- Collaborated with photographers and creative teams to deliver cohesive visual storytelling.

### TWP Clothing / Product Design Development Coordinator

Feb 2024 - May 2024, New York, NY

### TWP Clothing / Product Design Development Assistant

Jan 2024 - Feb 2024, New York, NY

- Orchestrated the season's development with over 400 SKUs, ensuring all materials were met domestically and internationally.
- Managed in-house atelier of 6 people

### Sandy Liang / Operations Coordinator

Sep 2023 - Jan 2024, New York, NY

- Coordinated the launch of all new styles on e-commerce and POS platforms
- Worked directly with buyers, assisting in Market Week, and managing their orders
- Continued to organize in-house e-commerce and campaign shoots for new launches/seasons

### Sandy Liang / Studio Intern

Feb 2023 - Sep 2024, New York, NY

- Assisted in planning, styling, and execution of campaign and e-commerce shoots.
- Assisted in in-house studio design tasks.
- Assisted in the buy plan and purchase orders for all three seasons F24, R24, and S24.

### The Row/ Production Intern

Feb 2023 - Sep 2024, New York, NY

- Coordinated with national and overseas factories to ensure timely fulfillment of product orders and adherence to material requirements.
- Worked closely with the fabric department, approving and coordinating samples for production.

### ELLE Mexico/ Assistant Stylist

Feb 2020 - May 2020, Mexico City, MX

- Assisted the Fashion Director in cover and campaign shoots, collaborating with set designers, makeup artists, hair stylists, and models.

## EDUCATION

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### Institut Français de la Mode/ MSc International Fashion and Luxury Management

Specialization in Digital Communication

- Relevant coursework in Communication Strategies, Fashion History & Theory

### Parsons School of Design/ BBA Strategic Design and Management

- Relevant coursework in Design Strategies, Marketing, & Design Theory

## SKILLS

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- **Languages:** English, French, Spanish
- **Soft Skills:** Team Oriented, Adaptable, Time Management, Cultural Intelligence, & Attention to Detail
- **Technical:** Proficient in Microsoft Office, G Suite, & Adobe Creative Suite.
- **Media:** Extensive camera experience (video, audio, photo)

**Nationality:** Mexican, French, American

References Upon Request