

# JohnnyCorona

## Contact

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## Personal Summary

A unique background with over 15 years of experience in both creative and strategic roles. My wide range of skills include visual and creative services, as well as, operations and project management. My understanding of product, marketing and customer experience, along with creative and operational processes make me a strong and well-rounded leader.

## Skill Summary

- Leading creative teams from initial concept to project completion
- Unique use of storytelling perspective to communicate the design and brand narrative
- Highly organized and detail oriented
- Able to analyze trends and integrate into creative process
- Strong analytical and problem solving skills

## Work Summary

Peek Kids/Charlotte Russe Inc.  
San Francisco, CA  
Creative Lead/Design Manager

2010-2017

- Guide strategic development of brand collections; oversee planning, concept development, design and implementation
- Act as creative liason across all departments ensuring brand aesthetic is consistent from collection development through customer facing images and store experience. Ensuring timelines and budget goals are met.
- Design collections that connect directly with the customer, working closely with merchant partners in development
- Collaborate with Marketing Creative Director to manage seasonal workload and creative concepts.
- Share successes and opportunities post-project to improve processes
- Lead brainstorming sessions with business partners designed toward specific outputs and solutions that address brand growth
- Created store visual direction and lead in-store experience.

Lemon Pop/Charlotte Russe  
San Francisco, CA  
Design/Visual Merchandising

2010-2016

- Part of the creative team to launch a new brand concept, Lemon Pop, from inception to store experience (Resources re-focused to re-launch Peek Kids)
- Create concept and collection direction for women, men and children's product
- Led buying team on final presentation of product to CEO and Executive Team
- Led the execution and redesign of store elements for new brand concept
- In charge of overall look and feel of the store environment as it relates to product, visual merchandising, window campaigns, in-store promotions and executing merchandising strategies
- Established systems for store openings, visual communication and implementation from corporate level to stores
- Develop brand aesthetic in regards to product, social/digital and store presence

Charlotte Russe  
San Francisco, CA  
Trend Manager/Designer

2010-2017

- Create concept and collection direction for Charlotte Russe brand
- Worked with merchandising teams on product design and development
- Led work to develop effect presentations to focus company on target core customer
- Developed corporate trend videos to inform fleet of 525 stores on company direction
- Managed and wrote internal company blog to ensure continual trend education across all departments
- Efforts led to 15 consecutive quarters of positive comp. store sales

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## Work Summary (cont.)

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| Gap Inc./Old Navy<br>Designer/Men's Apparel<br>San Francisco, CA                                                                                                                                                                                                                                                                                                              | 2008-2010 |
| <ul style="list-style-type: none"><li>• Designer of Men's Woven Pants, Outerwear and Accessories</li><li>• Ensured excellent execution of designs including fit, color and garment construction</li><li>• Strong working relationships with cross-functional team members</li></ul>                                                                                           |           |
| Gap Inc.<br>San Francisco, CA & Tucson AZ<br>Senior Recruiting Operations/Project Manager Vendor Relations & Communications                                                                                                                                                                                                                                                   | 1996-2007 |
| Senior Recruiting Specialist, Vendor Relations & Communications (2003-2007)                                                                                                                                                                                                                                                                                                   |           |
| <ul style="list-style-type: none"><li>• Consulted on state-of-the-art resume capture and recruiter tracking system</li><li>• Developed internal web-based platform to train Store Managers on skills to recruit talent within the organization</li><li>• Negotiated contracts with outside vendors for Gap Inc. jobs</li></ul>                                                |           |
| Sourcing and Operations Coordinator – Field Recruiting (2001-2003)                                                                                                                                                                                                                                                                                                            |           |
| <ul style="list-style-type: none"><li>• Developed recruiting resource manual</li><li>• Acted as support for Director, Senior Manager and 6 Search Specialists, based across the country</li><li>• Researched competitor statistics &amp; management structures and created a database to house the information</li></ul>                                                      |           |
| Store Merchandising Manager, Store Manager (1999-2001)                                                                                                                                                                                                                                                                                                                        |           |
| <ul style="list-style-type: none"><li>• Managed day to day store management, inclusive of operations and people development</li><li>• Managed a 12 person team to execute and develop store visuals across \$4.5 million/year store</li><li>• Part of "New Store Opening Team" for Gap brand, across the Southwest U.S. opening approximately 25 stores in 3 years.</li></ul> |           |

## Education

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|-------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| FIDM/The Fashion Institute of Design & Merchandising<br>San Francisco, CA<br>Associate of Arts Degree, Professional Designation, Fashion Design | 2008         |
| University of Phoenix<br>Tucson, AZ<br>Master of Business Administration<br>Bachelors of Science, Business Management                           | 2006<br>1999 |
| Central Arizona College<br>Aravaipa, AZ<br>Associates of Arts Degree, Liberal Arts                                                              | 1996         |