

Esmeralda Goncalves

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EDUCATION

Rhode Island School of Design 2020
Bachelors of Fine Arts in Design

WORK EXPERIENCE

One Jeanswear Group | Product Development Associate August 2024 - Present
NYC, New York

- Managed product lifecycle for key accounts, including Walmart, JCPenney (Jessica Simpson brand), and previously Costco, Sam's Club, BJ's, Ross, and Burlington (CLUBS account).
- Maintained product data and optimized cost control by managing Bills of Material (BOMs) and SKUs within the PLM system.
- Streamlined product approval processes by preparing and submitting physical samples to customers and sending standards to overseas factories, ensuring alignment with brand and retailer specifications.
- Orchestrated material development by tracking and requesting fabric submits, lab dips, and strike-offs to ensure timely approval and quality.
- Sourced fabrics and trims internationally, strategically managing costs and design integrity while ensuring compliance with testing policies.
- Ensured quality assurance for all retail products by implementing an approval process that upheld brand standards.

Fulbright | Fulbright Nehru Scholar August 2023 - August 2024
Chandigarh, India

- Developed skill-learning workshops focused on marketing and sustainable design for Indian female artisans to learn new viable skills to enhance their sales.
- Conducted design and historical research in a fast-paced environment.
- Collaborated with local experts at NGOs to brainstorm solutions for sustainable business practices.
- Independently designed research approach and led fieldwork to gain knowledge in Phulkari, an endangered textile technique in Punjab.
- Mentored students at Punjab University in digital and hands-on design techniques.
- Awarded a Cultural Language Enhancement Award (CLEA.)
 - Developed fluency in Punjabi within five months.

Zetalytics | Freelance Marketing Lead September 2022 - August 2023
Remote

- Initiated the development of social media and competitor engagement plans.
- Contributed to the design of business plans relating to customer engagement.
- Developed a digital social footprint, allowing clients and prospects to continuously access updates and new models.
- Redesigned the process of data and investor updates to clients.
- Led research on competitive analysis and conducted cyber security forecasting.
- Managed private accounts communication and mobilized customers' needs.

McCann Erickson | Assistant Account Executive June 2021 - September 2022
NYC, New York

- Assisted with processing billing/invoicing and opening new projects, kicking off and briefing the team.
- Engaged in technical writing to support the development of a business plan.
- Collaborated with business development teams to procure campaign funding from clients.
- Facilitated communication between Verizon clients, media vendors, and internal agency team members to plan media and messaging.
- Maintained a record of systems-in-progress creative work throughout all stages of development.

Cashmerette | Studio Assistant December 2020 - August 2021
Boston, Massachusetts

- Oversaw inventory management, sample logistics, tracking systems, and pattern management.
- Executed catalog development, ensuring the layout was accurate and completed promptly.
- Contributed to the production process of products for e-commerce, actively involved in managing the supply chain from its initial stages to completion.
- Updated web-based sewing guides for 2021, making instructions and photos more accessible.
- Managed interactions with customers and clients accordingly and all forms of production as requested.

SOFTWARE

Microsoft Office
Adobe Suite
jQuery
HTML5
Clo-Set
JavaScript
Computer Aided Design (CAD)

AWARDS/CERTIFICATE

Fulbright Nehru Research Scholar
C.L.E.A
Cotton Incorporated Value Engineering Certification
P-Process (Communication in Research Strategy)

DESIGN

Design Thinking
Textile Machinery
Pattern Drafting
Prototyping

LANGUAGES

English
Punjabi
Spanish
Portuguese