

JANAINA AMARAL

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Product Developer expert with 10+ years of comprehensive experience developing long-lasting partnerships aimed at retail industry's continuous process and supplier quality. Goal-setting and result-driven with know-how in life-cycle business process and negotiation strategies. Problem-solving and analytical thinking skill-sets to excel in this role through process optimization, ensuring appealing and cost-efficient products.

Professional Experience

99 Degrees Custom | Lawrence, Massachusetts Mar 2022 Present

Leading US performance activewear and tech-integrated apparel manufacturer.

Product Development Manager. Execute product development calendar and oversees team responsible for essential functions, including sample room, technical developer, pattern maker, and industrialization operators.

- Works cross-functionally to establish product development, prototyping, design for manufacturing (DFM), and industrialization documentation, processes, reporting efficiently and clearly translate apparel and wearable technologies from concept to scalable production.
- Designed and implemented product development calendar for sample room's products and reduced sample turn-over time to 60%.
- Led efforts and processes to gather and create SOP requirements and its improvements for design and product development.

LIV Outdoor | Salem, Massachusetts Oct 2021 Mar 2022

Activewear and private label company offering licensing products to a wide range of retail and wholesale partners.

Product Developer Manager. Drive product development life cycle with overseas factories and work collaboratively with brand's licensing partners ensuring commercial requirements and timelines are achieved.

- Cooperated with internal and external partners, leading and managing creative output, ensuring product innovation, brand consistency, and effective execution within a Commercial context.
- Created organizational tracking to monitor development status and maintain development WIP reports of deliverables to meet calendar deadlines.
- Collaborated closely with cross-functional partners in merchandising, design, production, and technical teammates and facilitate communication to various vendors on product details and development requirements.

Moro | New York City, New York (Remote) Feb 2021 May 2021

Online retail and content platform that connects buyers and sellers to facilitate interior design products experience.

Merchandising Internship. Executed merchandising and assortment strategy for multiple categories of business leveraged by market analytics to ensure product design creation results are met on time and with efficiency.

- Assisted in putting data entry and monitored status of products through reporting tools - Brandboom, and Synqware.
- Curate potential vendors and look order events based on merchandising standards; identified process and system inefficiencies regularly, creating a manual that facilitates the workflow for multiple teams.
- Partner with vendors and creative teams to ensure product page set-up aligns with strategic intent and calendar deadlines by maintaining and updating catalog standards of page creation.

C&A GmbH & Co. KG | Sao Paulo, Brazil May 2018 Aug 2019

International chain of fast-fashion retail clothing stores, with European head offices in Belgium and Germany.

Global Sourcing Manager. Leader of LAB project sourcing area; revamped production chain by creating agile and innovative format delivery of fashion trends online according to market research and risk management strategies.

- Improved global development calendar by 70%, fostered partnerships with Sourcing, and Design teams.
- Achieved 92% product testing and approval by reversed strategy, adopting fabric selection before design.

- Defined business improvements under sourcing of material options relevant in accordance to market needs and environmental aspects, including aesthetic design recommendations.
- Served as trusted to the CEO Management, consulting on matters ranging from supply chain operations and materials sourcing to project management plans and strategy implementations.

RESTOQUE S/A | Sao Paulo, Brazil

Nov 2011 Apr 2018

Luxury retailer with 5 brands: Le Lis Blanc, Bo.Bo, Rosa Cha, Dudalina, and John John (Ranked Top 100 | Deloitte, 2019).

Apparel Developer (2013-2018). Built first sourcing department of company, increasing its global development goods by 47% among 5 different brands of group. Managed a team of 8 junior merchandisers reporting to Vice President.

- Lived in Asia to redefine supply chain process, cost savings, contract management, reduced season calendar by 20%.
- Reduced courier expenses by 43% through creation of a new sample pattern testing room approval process.
- Implemented new system that accelerated orders by 90% and archived relevant information for sales reports.
- Identified potential partnerships to enhance material product research, facilitate technical product development.

Junior Apparel Developer (2011-2013). Project leader for exclusive collection made in Europe overseeing multiple project management phases of sourcing life-cycle, liaising with global manufacturers ensuring consistent quality followed up on global development calendar and delivery deadlines.

- Fostered partnership with business leaders to improve communication-quick flow. This integration contributed to aligning corporate marketing plans with brand strategic objectives that optimized supply chain within 6 months-long.
- Worked cross-functionally to support purchasing and design teams, redefined sourcing material selection that collaborated 15% cost reduction and 40% overall sales.

Volunteer Experience

Befree LLC | Swampscott, Massachusetts (Remote)

Jun 2020 Aug 2020

A nonprofit organization aimed at adaptive clothing benefits for children with disabilities.

Product Development Consulting. Worked voluntarily to redesign and review sportswear product development activities, ensuring appropriate project management and alignment with branding metrics and customer needs.

- Responsible for reviewing specific product requests from Design and Product Line Management (PLM) provided innovative solutions, collaboration, creativity, and critical thinking.
- Contributed with external suppliers to execute solutions for product design, construction, materials, compounds, and components to enhance product value, functionality, and profit margin.

Education

Ph.D. Business, Project Management Specialization

Expected Dec 2025

University of the Cumberlands | Williamsburg, KY

Master of Science in International Marketing (MIM)

May 2021

Hult International Business School | Boston, Massachusetts

Master of Business Administration (MBA)

Aug 2020

Hult International Business School | Boston, Massachusetts

Additional Information

Languages: Portuguese (Native), English (Fluent), Spanish (Intermediate), Mandarin (Beginner).

Technologies: Office 365 tools, Outlook, Excel, PowerPoint, Word, Adobe Suite CC, Backbone PLM, Apparel Magic ERP, Illustrator, Corel Draw, Photoshop.

Certifications: Strategic Cost Management (Udemy) | Google Analytics Academy | Inbound Marketing (HubSpot).

Skills: Organization | Committed & Accountable | Interpersonal Skills | Strong Analytical Skills | Process Design |

Compliance & Sustainability | Work Ethic | Integrity | Adaptable | Collaboration | Change Leadership | Negotiations