JESSICA FERNANDES FERREIRA

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EXPERIENCE & PROFESSIONAL QUALIFICATIONS

15+years of experience integrating Operations & Logistics for Retail, e-Commerce and Wholesale channels.

Burberry

- **From Nov/2025 – Current – Logistics Manager – Short-term Job – Maternity Leave**

Accountable for Brazil logistics and supporting Mexico operations and reports.

Grupo Incense – O Boticário

- **From Oct/2025 to Nov/2025 – Logistics Manager**

In charge of warehouse daily operations for retail and e-commerce. Monitoring sales, operational KPIs and team performance.
Despite a limited timeframe within the group, I was able to successfully strengthen the integration with the team while serving as an internal consultant. During this opportunity I could deliver a comprehensive and functional action plan and new ways of working encompassing talent development initiatives, implementation of structured management, enhancements in supplier administration, optimization of internal processes so the team could provide more accurate and qualitative sales orders as well as working with more synergy and passion for the brand.

CHANEL Brazil - Europrestigio Distribuição e Comércio de Artigos de Luxo Ltda.

- **From Jun/2023 to Dec/2024 – Logistics Manager**

Accountable for developing Logistics Team – leading 01 operations coordinator, 01 wholesale coordinator and 02 logistics coordinators, as well as 01 supply chain senior analyst – and directly reporting to the Country Manager; Aligning operations to business strategy, implementing new KPI's, including OTIF, alongside performance dashboards to properly update internal customers about products receipt and delivery; Monitoring importation lead-time, warehouse costs, regulatory priorities, operations and projects; In charge of reviewing e-Commerce operational and distributional flows with Digital and Finance teams; Fostering meetings to share inventory levels and supporting warehouse routine with the logistics coordinators; Collaborative interface with local and global stakeholders and measuring the service

level; Budget control; Joining Logistics & Supply Chain international projects and meetings in order to map initiatives and implement continuous improvements; Supporting campaign launches according to global and local marketing plan and events; Joining global BID sessions for international freight carriers and forwarding agent; Network design in order to optimize processes and reducing costs for the multiple business divisions. During this timeline, my most impactful delivery was talent development.

Omega Solutions – Importação & Exportação

- **From Mar/2023 – to Jun/2023 – Foreign Trade Coordinator LATAM – Temporary Project**

LATAM international trade system assessment support; Regional long range finance plan leadership; KPIs approach; Drive lead-time efficiency within the region; Core Team Member on Trade Operations Landed Cost Project; Support and Implement processes and procedures for import and export activities; Execute international transportation service polices and guidelines; Monitor daily activities and results for trade operations.

This opportunity allowed me to learn more about Health & Car, and to apply project management best practices to my routine, since I had the possibility to work with the team from Johnson & Johnson.

CHANEL Brazil - Europrestigio Distribuição e Comércio de Artigos de Luxo Ltda.

- **From Jan/2022 to Oct/2022 – Logistics Manager**
- **From Mar/2018 to Dec/2021 – Logistics Coordinator**

Monitoring service level of the warehousing services provider and freight carriers; Collaborative interface with local and global stakeholders; Budget control; Leading Logistics & Supply Chain international projects; Measuring and improving the importation lead-time for Fashion, Fragrance & Beauty and Watches & Fine Jewelry; Driving continuous improvements initiatives to optimize processes and to reduce costs; Supporting new campaign launches according to global and local marketing plans; Reviewing the regular baseline replenishment attributes with Commercial and Marketing teams; Discussing and negotiating contract terms of agreements with service providers as freight carrier; Measuring and improving the lead-time for the importation processes; Global and local BID for freight carriers and forwarding agent in partnership with French and Swiss teams. Two important projects were:

- The implementation of a forecasting feature, allowing the Fragrance & Beauty business unit to reduce product losses as well as providing accurate data to S&OP and demand planning routine.

- Implementation of a new importation flow, reducing more than 50% of the end-to-end lead-time.

- **From Mar/2013 to Feb/2018 – Logistics Analyst**

Responsible for inbound and outbound of goods; Implementation of KPIs; Support the 3PL negotiation and warehouses opening; Following up on purchase orders and contact with stakeholders (trading company, broker, freight forwarder,

regulatory and other consultancy); Freight carriers recruitment; Stock coordinators training; Support the Boutique Team with logistics demands; Health registration control and follow up; Item description translation; Afford expertise on Brazil operations and transportation routines; Key user for the Logistics department during the new ERP system implementation, working with multidisciplinary teams from Brazil, France, UK and India.

During this season, I trained the end users to better explore the new system. On December 2017, I received the opportunity to become the leader of the Logistics department, mentored by the Fashion Retail Manager.

- **From Sep/2011 to Feb/2013 – Administrative Assistant**

Accounts receivable and accounts payable daily routines; Invoice posting (local purchases, importation; sales and transfer orders and tax); Fiscal obligations reports; Fiscal documents validation; Tax books closure; Product registration and fiscal classification code updates; Credit card reconciliation; Daily support for boutiques cashier.

Joining the Finance & Tax team allowed me to identify opportunities on network design regarding fiscal benefits, Brazilian legislation updates and organization.

- **From Dec/2010 to Aug/2011 – Cashier**

Cashier daily tasks at the point of sale; Products receipt and validation; Support the sales teams and contact clients to update about new items available at the point of sale; Interface with the back-office (IT and Finance departments); Stock replenishment and transfer orders creation.

This position was key to enhancing my contact with back-office teams and comprehending the importance of good communication as I was in direct contact with the final customer.

Utilitá Distribuidora de Utensílios para Mesa Ltda.

- **From Feb/2010 to Sep/2010 – Administrative Assistant**

Customer care and measurement of service level; Product registration and systemic updates; Contribution to the Brazilian electronic invoice implementation; Accounts payable routines; Negotiation with suppliers; Delivery schedule.

Richards Shopping Iguatemi - Companhia das Marcas

- **From Dec/2009 to Jan/2010 – Customer service & Sales support**

Sales posting in the POS system; Products receipt and stock taking; Sales force support; Packaging and wrapping processes.

EDUCATION

Bachelor's degree in business administration, qualified for Foreign Trade
São Judas Tadeu University (2013-2017)

LANGUAGES

English – Advanced
Spanish – Elementary

SKILLS AND CERTIFICATIONS

Leadership and team management – G4 Educação
Supply chain journey – Live University
Neo-leadership – Live University
Microsoft Office (Word, Excel, Power Point, Outlook)
Microsoft AX Dynamics / SAP / Ariba / Linx POS / POS Manager e ERP / Forecast Pro / Concur