

PRISCILLA NERES AVILA

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PROFESSIONAL SUMMARY

Operations and product management leader with 10+ years of experience driving cross-functional execution, managing high-volume SKU assortments, and aligning corporate, product development, and store workflows into effective seasonal rhythms. Built and scaled 2+ Retail Operating Models from scratch in fast-paced, no-playbook environments — constructing standard operating procedures (SOPs), project management systems, and field-ready execution frameworks. Expert-level proficiency in Monday.com and Airtable — building automated workflows, relational databases, and executive-level dashboards. Deep experience coordinating across internal teams (Product Development, Creative, Operations, Finance, Legal) and external vendors and agencies. Multilingual: English, Portuguese, Spanish, French. Global operations experience across the US, Brazil, and international supply chains.

CORE COMPETENCIES

Retail Op Model Development & Evolution | Seasonal Rhythm Planning | SOP Creation & Technical Writing | High-Volume SKU Operations | Cross-Functional Alignment | Product Development Timelines | Vendor & Agency Management | PO & Invoice Management | Monday.com | Airtable | Asana | Google Suite | Audit Frameworks & Compliance Checklists | Executive Dashboards | Automated Workflows | Store Operations Support | New Business / No-Playbook Environments | Budget & Financial Reconciliation

PROFESSIONAL EXPERIENCE

Retail & Product Development Operations Manager *May 2025 – Present*

Giorgio Cosani | Los Angeles, CA

- Own and evolve the Retail Op Model for a 5,000+ SKU consumer products platform — aligning corporate, product development, and store/buyer-facing workflows into a coordinated seasonal rhythm across B2B and B2C channels
- Build and maintain standard operating procedures (SOPs) that translate complex corporate strategy into clear, field-ready execution guidance for product, logistics, and retail teams
- Own the Retail Op Model Calendar — ensuring teams have the tools, timelines, and information needed to hit key deliverables and keep work moving forward across simultaneous workstreams
- Manage project management infrastructure in Monday.com and Airtable — including automated workflows, relational databases, and executive-level dashboards to maintain a single version of truth in a constantly shifting date environment
- Own all vendor POs and invoicing in partnership with Accounts Payable, Accounting, and Finance — managing cost, margin, and lead time accountability across international suppliers
- Identify bottlenecks in corporate workflows and redesign systems to eliminate inefficiencies — implemented process improvements that reduced time-to-market by 30%
- Coordinate cross-functionally with Product Development & Creative, Operations, Supply Chain, and retail partners (Marshalls, TJMaxx, K&G, Men's Wearhouse) to ensure on-time product delivery and store readiness
- Oversee international vendor relationships including contract negotiation, quality oversight, and proactive risk escalation to keep product development timelines on track

Lead Brand Representative & Field Operations Manager *Jan 2022 – Feb 2025*

Ascent Marketing | Los Angeles, CA

- Led retail-adjacent field operations for multi-site, multi-day brand activations supporting Fortune 500 clients — Illumina, Adidas, Cash App, Toyota, Netflix, Amazon, United Airlines — across permanent and touring physical locations nationwide
- Built field-ready SOPs and operational playbooks that enabled consistent brand execution across diverse venue environments with no existing playbook
- Managed external vendors and agency partners — coordinating timelines, materials, and deliverables while holding partners accountable to agreed deadlines and budget targets

- Coordinated staff scheduling, logistics, and real-time problem-solving across concurrent campaigns — maintaining seamless execution across multiple simultaneous physical locations
- Analyzed consumer feedback from surveys and focus groups to identify operational inefficiencies and implement process improvements across campaign workflows

Chief Operating Officer (COO) *May 2018 – Aug 2020; 2021–2022 Consulting*
Reload Health (Kapsule) | São Paulo, Brazil

- Built the full retail and product operations infrastructure from zero — establishing the operating model, vendor network, product calendar, and go-to-market workflow for a consumer health startup with no existing playbook
- Developed SOPs across all stages of product development, ensuring consistent quality and cross-functional alignment across simultaneous product launches
- Managed global vendor relationships: sourcing, vetting, contract negotiation, quality oversight, and production coordination across international supply chains
- Led cross-functional collaboration across data science, design, operations, and marketing — ensuring product development timelines remained synchronized with business strategy and store delivery needs

Art Gallery Manager *May 2013 – Jun 2014*
Galeria Nuvem | São Paulo, Brazil

- Managed full operations for a physical retail and events space — inventory, vendor logistics, client experience, budget management, and staff coordination
- Coordinated high-value asset handling, vendor relationships, and exhibition timelines in a high-standards environment demanding precision, documentation, and operational consistency

Underwriting Assistant *Jan 2011 – Dec 2011*
Bank of Northeast (Banco do Nordeste) | Itabuna, Brazil

- Managed PO-equivalent financial administration including expense reports, capital expenditure requests, and contract documentation — increased contract volume 70% through disciplined process management
- Developed spreadsheets and tracking databases to maintain accurate, real-time financial reporting across a high-volume client portfolio

ADDITIONAL EXPERIENCE

Product Content Strategist & Brand Storyteller | Freelance, São Paulo | 2014–2024
Social Media Content Coordinator | Westwing, São Paulo | 2021
Subtitle Creator & Translator | Globo TV, São Paulo | 2018–2020

EDUCATION

Bachelor of Science, International Business & Communication (5-Year Program)
University of Santa Cruz, Brazil | 2007–2012
Master of Arts, Cinema | Anhembí Morumbi University, Brazil | 2014

LANGUAGES

Portuguese (Native) | English (Full Professional) | Spanish (Professional) | French (Professional)