

# Peter P. Osuna

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## COMPETENCIES

- Demonstrated attention to detail and ability to work well individually and in a team environment
- Adept with Microsoft Office Suite; Word, Excel, Outlook, and Powerpoint
- Proficient with Adobe programs; Illustrator, Photoshop, Premiere, and InDesign
- Versed with ERP systems; AS400, Full Circle, M3, Belharra, and PLM systems
- Exhibited ability to communicate exceptionally well both in person and through electronic formats

## EXPERIENCE

### Licensing Manager and Graphic Designer

August 2020—Present

Ethika, Inc

Lake Forest, CA

- Design and develop product lines for mens, boys and womens licensed goods for the NBA, NCAA, MLS, and MLB
- Submit design concepts for approval to the NBA, NCAA, MLS, and MLB based on the use of team logos and wordmarks
- Conceptualize and execute marketing stories and assets to promote the sales of licensed product through DTC and retailers
- Provide assets and create informational decks for attaining new licensing agreements for the brand
- Work with design team to create additional product designs for in-line product at an at need basis

### Brand Project Manager

December 2018—August 2020

Ethika, Inc

Lake Forest, CA

- Guided the direction of multiple departments to ensure the direct vision of the CEO through acting as a direct liaison
- Constructed visual content through the execution of photoshoots to guide the external look of the brand
- Remodeled the visual merchandising structure of national major accounts including Tilly's and Footlocker
- Refined internal documentation through detailed examination and revamped design to create a consistent look throughout
- Collaborated with the Licensing team to design and bring to life collections for NCAA, MLB, NBA, and MLS

### Retail Marketing Manager

January 2016—December 2018

Ethika, Inc

Lake Forest, CA

- Generated print and digital assets for major, key, and specialty retailers to use for online and social marketing, and in-store POP
- Created digital and video assets to be used for both brand and retailers to inform customers of new products
- Crafted and execute retail merchandising plans for key retailers that include visuals and personal engagement
- Partnered with key retailers to grow sales and increase the overall door count of the brand beyond 2,000 open doors
- Prepared and execute trade show booths and sales clinics to support the sales team and reach key accounts

### Awesome Tour Coordinator

March 2015—December 2015

Travis Mathew Apparel

Huntington Beach, CA

- Drove and operated 45 foot coach with a 25 foot trailer to bring to events on time and in a professional manner
- Created and set up a traveling concept shop for customers to experience mobile Travis Mathew store
- Aided outside events team in creating and maintaining excel inventory file to accurately display inventory levels
- Fostered valuable working relationships with top accounts around the nation and their buyers
- Assisted marketing team in the creation of social media content for the multiple platforms utilized

### Production Planner and Supply Chain Coordinator

October 2014—January 2015

Rip Curl USA

Costa Mesa, CA

- Tracked, reported, and evaluated production WIP to ensure complete shipping to US and Canadian customers
- Entrusted to maintain and update status of Surfwear styles in PLM and PO systems
- Reviewed size scales and produce production plan for each Surfwear season before purchasing
- Monitored major accounts orders to assure on time production order placement and delivery
- Communicated with sales, Product Mangers, production and customer service on production quality and timing

### Product Manager for Mens Surfwear

November 2011—October 2014

Rip Curl USA

Costa Mesa, CA

- Oversaw the design and development process for mens surfwear, including Special Make Ups
- Forecasted wholesale sales and purchase goods from import and domestic suppliers for 16 million dollar business
- Analyzed wholesale sales and created actions plans to establish Rip Curl products in the marketplace
- Crafted line plans for each season based upon past sales and current market trends
- Developed tools for sales representatives that have brought 15% sales increases over a 2 year period
- Supported sales and design team from a product development perspective and back end style maintenance

## EDUCATION

### Master of Arts in Leadership

December 2011

Azusa Pacific University, Azusa CA

### Bachelor of Arts in Communication Studies

December 2009

Azusa Pacific University, Azusa CA

- Member of Lambda Pi Eta, the National Communication Honors Society