

HIGHLIGHTS

- 7 years' fashion industry experience working with leading Aussie designers
- 3 successful businesses started by age 21
- 7 international pageant titles

CAREER OVERVIEW

Business Owner

Face Models, Marion Bay
2012 to 2015

Owner ♦ Make-up Artist

Flawless
2012 to Present

Model

2009 to Present

QUALIFICATIONS

Fashion Retail Management

University of South Australia
2012 to Present

AWARDS

- 2015 Miss Intercontinental Australia
- 2014 Miss Intercontinental Australia and Best Body
- 2013 Miss International Australia
- 2012 Miss Tourism Australia
- 2012 Face of Glamour City
- 2012 Miss Tourism Queen Australia
- 2011 Miss Young Tourism Greece

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DANIELE LE ROUX

FASHION BUYING ASSISTANT

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Hard-working... ambitious...

Daniele is an asset to any company."

- Joan Thomas, CEO of Mrs. South Australia | National Director of Face Models

Promoting fashion on the runway or in the store

Launched an international modelling career at 16, a make-up business by 19 and purchased a modelling agency franchise at 20; exemplifying the drive to deliver **trendsetting buying support** and **an eye for what sells**.

Keen Business Acumen: bought Face Models, Marion Bay in 2012 and grew the business footprint, increasing the number of models from 8 to 65. Sold the business in 2015 for a 300% return on investment.

Persuasive Sales Representative, Closes Deals: Won new business, increasing Face Model's revenue by 200% over three years using creativity, quick thinking and persuasive communication learned as a titled pageant champion.

First-hand knowledge of trends that sell: as a runway model had 7 years' exposure to successful designers whose fashions convert from runway to rack:
♦ Hendrik Vermeulen ♦ Kevin Elis ♦ Paul Van Zyl ♦ Erol Arendz ♦ Deon Oelofse
♦ Hector Joaquin Colon-Gonzales ♦ Pronovias.

Career & Business Impact

Franchise Owner ♦ Head of Sales

2008 to Dec 2015

Face Models, Marion Bay | Marion Bay, Australia

*Starting as an Assistant Manager in 2008, raised \$30k in capital, while still a student, to purchase the franchise in 2012. Grew the franchise's book of models by 137% each year; **sold the business for 4x the original investment.***

Increased Revenue by an average of 100% Year on Year

► **Business Development-** extended lines of business to feature a broader range of events. Oversaw all aspects of business administration from tracking business performance to accounting and marketing.

► **Sales Development-** Won new business, adding an estimated 36 new clients per year, making sales calls and pitches to area retail managers and decision makers.



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► **Event Logistics and Coordination-** Managed the fine details of all logistics, marketing and event promotional events including fashion shows and showcases representing 30% of business revenue.

- ◆ Organized fashion shows for Vicky Halfanja-Rupping- International Knitwear, Deon Oelofse, and Kevin Elis.
- ◆ Recruited international celebrities such as Angelique Gerber, Dieter Voight, Nicole da Silva, Morgan Ross Pienaar, and Nadia Herbst to serve as presenters and guests for events and Fashion Showcases.

► **Staff Development and Training -** expanded Face Model's business footprint by ~137% year on year, personally sourcing new models and clients. Trained staff on

- ◆ Etiquette ♦ Public Speaking ♦ Modelling for Ramp and Photography
- ◆ Self-Confidence ♦ Personal Development.

Bridal and Celebrity Make-up Artist

2011 to Present

Flawless | South Australia

Featured on several Stitches Magazine Covers as well as Craftwise, provided makeup artistry for brides, models and celebrity personality for weddings and fashion events.

Runway Model ♦ Pageant Contestant

2005 to Present

Daniele Le Roux Modelling | Marion Bay, South Australia

► **Staying current with the latest Fashion trends-** modelling for leading designers:

- ◆ Hendrik Vermeulen ♦ Kevin Elis ♦ Paul Van Zyl ♦ Erol Arendz ♦ Deon Oelofse.

► **Excelling in high-pressure, competitive environments**

- ◆ **2015 Miss Intercontinental Australia** | Australian Beauties
- ◆ **2014 Miss Intercontinental Australia and Best Body** | Australian Beauties
- ◆ **2013 Miss International Australia and Best Body** | Australian Beauties
- ◆ **2012 Miss Tourism Australia** | Miss Tourism Queen International
- ◆ **2012 Face of Glamour City** | Glamour
- ◆ **2012 Miss Tourism Queen Australia** | Australian Beauties
- ◆ **2011 Miss Young Tourism Greece** | Miss Tourism

Qualifications

Bachelor of Arts- Fashion Retail Management

2012 to Present

University of South Australia

Translated a love of fashion into practical knowledge, successfully completed coursework on topics ranging from **Clothing Construction** to **Business Management**:

- ◆ Sales ♦ Merchandising ♦ Report Writing ♦ Marketing ♦ Retailing
- ◆ Advertising ♦ Product Management.

In-house Make-Up Artist Certificate

May 2012

Face-To-Face Beauty and Make-Up | Marion Bay, Australia

- ◆ Eyebrow Shaping & Tinting ♦ Anatomy of Skin, Muscles & Bones ♦ Corrective Make-Up for Face Shapes ♦ Camouflage Make-Up ♦ Photographic Make-Up for Men & Woman ♦ Make-Up for Ramp/Catwalk ♦ Fantasy & Futuristic Make-Up ♦ Black Skin Make-Up ♦ Wedding Make-Up
- ◆ Mature Skin Make-Up

**This document fictionally places the candidate in Australia but uses US Spelling Conventions.*

Making over a Beauty Queen...

Daniele came to me as a referral from her best friend and colleague, whose résumé I had written about 6 months previously. These two women were very similar. Both had modelled together, attended school together, and were interested in Retail Fashion Buying.

Yet, they were complete opposites when it came to their qualifications. Honestly, Daniele was intimidated by the academic success of her peers, and a bit skeptical about her future prospects as her marks, project experience and extra-curricular involvement in sports and charitable activities fell far short of her friend's achievements.

Unearthing a Retail Buying Diva

It was true. Viewed through an academic lens, Daniele was not a strong candidate. Because she was studying through a distance learning program while working full-time, she had relatively low marks, no projects or school-related extracurricular experience. As we began, she commented on how her résumé made her look (and feel) like just a "dumb beauty queen."

Daniele is FAR from being a "dumb beauty queen", however. This decisive, well-spoken, and ambitious business woman just needed to view her prospects through a different lens; one other than the academic lens used by her peers.

Working systematically through her impressive career (considering she was only 23 and had already bought and sold her first business) we began to uncover the proven experience, keen business acumen, and detail-oriented eye that she needed to be successful. Our strategy took the focus off her academic record and placed it squarely on her extensive sales and business development accomplishments.

Brand Critical Design

Daniele's job search strategy was to use her network of industry contacts to create leads. Therefore, we decided to build a brand that expressed her inner diva and a keen eye for fashion both verbally AND visually. Though I intentionally kept formatting relatively simple, with critical information outside of text boxes or tables where it might be lost in an online submission, the emphasis of this document was on visual dynamics.

As the writing process unearthed Daniele's value, she found her inner voice and vision and offered quite a bit of input regarding the document's design. Inspired by a modelling photo, we chose a bold yet luxurious gold theme with strong black accents. My first draft used a soft, gold flower motif, but Daniele wanted a more powerful image and sent me a picture of a greeting card that used this diamond motif. I recreated the design using Adobe Illustrator and then imported the images into MS Word reusing the color palette to create soft gradients on select heading text.

We chose Open Sans – a clean, legible google font – to express professionalism and modern sophistication; but so as to not come across as too edgy, we softened the look and feel of quotes and headings using Notera – an organic, handwritten font.

I have never had a client take such command of their document's design before; but then I have also never had such satisfaction in a project and took great pride in her feedback:

...you are amazing!! Thank you so much for everything you did for me! I'm ready for the industry now!! I am sooooo in love with my cv! I can't thank you enough!