

# VANESSA FORD

## Fashion Designer Turned Model

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VF

### SUMMARY

Dynamic fashion designer turned model with a robust background in high-end fashion, both on the catwalk and in front of the camera. Successfully transitioned from designing to modeling, working with top global fashion leaders like De La Cruz and The Rolfson Group. Contributed to the success of multiple fashion campaigns and editorial features. Experience includes collaborations with renowned brands, runway appearances for leading designers, and coaching emerging fashion talents.

### EXPERIENCE

#### Fashion Model and Influencer

The Rolfson Group 2018 - Present New York

Rolfson is one of the Global Fashion Leaders in the Womenswear and Menswear segment

- Collaborated on influencer campaigns with Famous Footwear's, Space 46 Boutiques, and other social media platforms
- Catwalked for 10 different brands, with 50 individual designs being chosen for the main marketplace
- Coached 50 new employees on product knowledge with regard to industry trends
- Collaborating with design team of 9 and achieved the best-selling brand in 2020

#### Editorial Model

Mills Group 2015 - 2018 New York

- Posted for over 35 shoots over the course of 2 years for magazines like Dazed, V, and Burqa Style
- Represented Boreal Apparel at the New York Runway in 2016

#### Fashion & Style Consultant

Padberg 2014 - 2015 New York

At Padberg we help corporations communicate and positioning brand identity through employees personal image

- Managed high-end VIP clients, approximately 20 key accounts up to \$1MN
- Crafted the \$500K catwalk campaigns for Spring Summer 15', Fall/Winter 2015 and Pre Fall 2015.
- Relaunched a failed jacket category into over 1-billion VND monthly revenue category

#### Junior Editor - Fashionz.co.nz and Beautybible.co.nz

Borer Ltd 2011 - 2013 Remote

Borer Ltd is the online division of the Times publishing company, with a portfolio of lifestyle websites.

- Contributed to around 20% NMV in Fashion department
- Signed 50%+ of partner base that generated over half of the revenue for the brand
- Achieved 100,000+ website views since startup

### BIO

#### Physical attributes

**Age:** 28 years

**Height:** 5'9" (175 cm)

**Weight:** 130 lbs (59 kg)

**Bust/Waist/Hips:** 34-26-36 inches (86-66-91 cm)

**Hair Color:** Blonde

**Eye Color:** Light Brown

**Skin Tone:** Fair

**Shoe Size:** US 8 (EU 38.5)

**Dress Size:** US 4 (EU 36)

### STRENGTHS

#### Drive

An innate desire to succeed by achieving personal goals in both life and in work.

Spokesperson for L'Oréal Magazine

Featured on the cover of November 2019

Led the Catwalk Main Piece Spring Summer 15

Leading model of the \$500K catwalk campaign for Spring Summer 15, which was viewed in 20+ countries

### SKILLS

**Social Media • Influencer Campaigns •**

**Adobe Suite • Digital Drawing • Sketching •**

**Pilates • Runway • Posing • Mentorship**

### LANGUAGES

English Native ●●●●●

Dutch Native ●●●●●

French Proficient ●●●●●

### EDUCATION

#### Fashion Design

State University of New York

2010 - 2015 GPA 3.8 / 4.0