

## Bio – Long Version

**Tara Hooper** is a certified image consultant and personal brand specialist who has helped people present their best selves for over 20 years. Founder of The Style Signature and Signature Consulting, she believes that image perception directly impacts profitability and productivity and is passionate about providing effective tools and strategies to help clients showcase their most confident, authentic selves. Her own evolution from teen beauty queen to professional hair stylist & makeup artist to successful image consultant and style advisor gives her unique insights and anecdotes sure to engage any audience.

An entrepreneur and savvy businesswoman at heart, Tara has an innate ability to connect with people – whether an individual potential client or a room full of conference attendees. Starting out as a hair stylist, she developed her personal brand to stand out in a competitive industry before social media and personal branding were common marketing tools. Her ability to set herself apart from the pack and stay true to herself translated into successful businesses with devoted followers, first in the beauty industry and now as a renowned image consultant.

Tara shares a positive, empowering message that's accessible and applicable to everyone. "I've always been about empowering women through their presence to increase their confidence and help them be able to achieve their personal and professional goals." Much more than a wardrobe stylist, Tara coaches her clients on how to build an overall presence and craft their personal brand, working on body language, communication and networking skills in addition to hair, makeup and clothing.

Tara's been on the boards of the National Association of Women's Business Owners and the Association of Image Consultants International (Atlanta Chapter). She's a volunteer consultant for Look Good Feel Better, a program partnered with the American Cancer Society to help patients with self-esteem and appearance during treatment and post-operative recovery. She is still active in the beauty pageant realm where she's been crowned Mrs. North Texas (2016), Mrs. Alabama (2013) and Mrs. USA Petite (2012), to name a few. Tara currently resides in the North Dallas area with her husband, two children and dogs.

## **Bio – Short Version**

**Tara Hooper** is a certified image consultant who has helped people present their best selves for over 20 years. Founder of The Style Signature and Signature Consulting, she is passionate about providing effective tools and strategies to help clients showcase their most confident, authentic selves. Her ability to connect with people and her positive, empowering message has translated into successful businesses with devoted followers.

A former board member of the Association of Image Consultants International (Atlanta Chapter), Tara is also volunteer consultant for Look Good Feel Better, which helps cancer patients with image and self-esteem. She is still active in the beauty pageant realm where she's been crowned Mrs. North Texas, Mrs. Alabama and Mrs. USA Petite. Tara currently resides in the North Dallas area with her husband, two children and dogs.

## **Bio – Super Short Version**

**Tara Hooper** is a certified image consultant who has been helping people present their best selves for over 20 years. Founder of The Style Signature and Signature Consulting, she provides effective tools and strategies to help clients showcase their most confident, authentic selves. A former board member of the Association of Image Consultants International, she is a volunteer consultant for Look Good Feel Better and has held pageant titles Mrs. North Texas, Mrs. Alabama and Mrs. USA Petite. Tara currently resides in the North Dallas with her husband, two children and dogs.