

# DANIELA FIGLIOMENI

WOW

## Let's get started.

While my experience is varied, three things matter to me: telling stories, making people feel good, and everything coming back to sales.

## Okay, now story time!

I created CONVEY, a concept clothing store on Toronto's Queen Street West, which was featured in every major Canadian publication. The company evolved to a full service branding agency and was later acquired by Notable Life Media Group.

FUN

I was responsible for wrangling talent while producing the red carpet of the Canadian Country Music Awards including Keith Urban, Brett Kissel, Shania Twain.

I did PR + Social Media for Barry's Bootcamp Canada, growing their following consistently 20% month over month.

I've styled the cover of Chatelaine Magazine.

I received a score of 100% on a secret shop, while managing for Michael Kors. A company record.

**Like this paper? The human is better—let's chat.**

## I got my piece of paper.

Diploma in Music Theatre Performance  
St. Clair College  
2009-2012

## Been there, done that.

Freelance Stylist +  
Creative Director  
November 2018–Present

Director of Marketing  
MICHI  
May 2019–November 2019

Vice President  
Notable Life Media Group  
August 2018–November 2018

Co Founder + Owner  
CONVEY  
March 2015–2018

Sales Associate  
Aritzia  
September 2014–April 2014

Selling Supervisor  
Dior  
May 2014–September 2014

Selling Supervisor  
Michael Kors  
August 2012–May 2014

Floor Set Lead + Head Cashier  
American Eagle Outfitters  
June 2006–January 2011

## Don't take my word for it.

"She knew how I should sound, what I should wear, where I should be. Listening to Daniela was like holding a mirror to my brand."

EVA REDPATH

"Daniela was quick to embody the entire brand. She is unapologetically hardworking, and a confident yet humble, leader."

CIANNE LECHAT,  
Michael Kors

BRAVO