





# Velicia Hill

Marketing / Branding Expert, Editor & Fashion Stylist

## Qualifications Overview

Over 20 years of award-winning, creative, visionary leadership, proprietary and results-oriented experience in the Fashion Industry. Acknowledged for a proven and lauded track record of creating success from conceptual ideas to consumption. Qualifications include: fashion design, fashion styling; imaginative copywriting & editing; developing marketing and advertising campaigns; implementation of merchandise planning and visual merchandising strategies for maximum profitability. A fashion background launched at age 18 as an international runway model, balanced by a passionate & heartfelt desire to make others look & feel good via fashion, accompanied by superb written, oratory and interpersonal skills.

## Contact

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 Portfolio: [VeliciaHill.com](http://VeliciaHill.com)

## Designer, Chief Creative Marketing/Branding Officer

Hollywood Mama | 2001-2006

- Created a glamorous line of maternity fashions
- Traveled bi-annually to *Premiere Vision* in Paris and New York to source fabrics
- Oversaw all pattern making, grading and markers
- Created and designed layout, hired all models and photographers for production of wholesale/retail catalogs and all advertising campaigns
- Created all copy for catalogs and marketing materials
- Represented by wholesale showrooms in L.A., Atlanta & Chicago
- Sold in 45 maternity boutiques in the U.S., Canada, and Caribbean
- Listed in Top 200 Stores in South Florida by *City & Shore Magazine*
- Recruited to be an on-air contributor and maternity fashion expert for Miami/Ft. Lauderdale NBC affiliate (2003-2006)
- Headlined both personally and professionally in a plethora of local newspapers, magazines & television programs
- Styled celebrities in Hollywood Mama Designs
- Boutique opening covered by *Deco Drive* entertainment television show
- Prominently noted editorials in *Money Magazine*, *Suede Magazine* & *Pregnancy Magazine*
- Named Best Maternity Boutique by *Lila Guide* for 2 straight years

## Recent Work Experience

### Fashion Magazine Editor-In-Chief

Ms. Heel Magazine | Mar 2020- Feb 2023

- Created the only magazine on national newsstands about shoes
- Had distribution deals with Barnes & Noble, Books-A-Million, Publix, Kroger & Target stores. Plus, Walgreens, Rite Aid & CVS
- Widened distribution to Canada's largest book retailer-Indigo, within 3 months of first national print publication
- Oversaw the production of every issue and all its components including budgets
- Hired & managed 8 editors & a production staff of 5
- Recruited all magazine photographers, stylists & models
- Created, developed, designed & implemented monthly editorial themes using Adobe InDesign
- Researched and editorialized current fashion trends in the shoe & fashion industry
- Oversaw & wrote all website copy and creative writing for emails

### Shoe Designer, Stylist & Boutique Owner

Ms. Heel Boutique-Perimeter Mall | Aug 2016-2018

- Planned, purchased and managed all inventory
- Hired and managed 4 full-time & 6 part-time employees
- Responsible for all weekly scheduling and payroll
- Hired and styled all models for marketing campaigns
- Responsible for store and brand awareness by composing customized branded materials, look books, and styling in-store trunk & fashion shows
- Conceived logo and slogans. Created budgets for marketing, advertising, and PR campaigns
- Implemented an effective CRM system to alert clients of new arrivals and fashion trends
- Designed 'showgirl boot.' Pre-sold over 3000 pairs. Boot sold out within 3 months of release

## Awards

2020 Emmy Winner

## Volunteer

Dress for Success ~ Atlanta Chapter  
Fashion Stylist 2013-present  
[InTheirCloset.com](http://InTheirCloset.com) ~  
Fashion Contributor 2011-2015

## Education

Wades Fashion College