

VERONICA NEAL



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www.veronicaneal.com



Profile

With 25 years experience serving as spokesperson for manufacturers and service providers, acting for Television and Film, modeling and working in fashion marketing and merchandising, I have successfully:

- Established and maintained contacts with high profile modeling and television agencies in New York City, North Carolina, Georgia and Tennessee
- Provided contract talent for television, print, runway and trade shows
- Developed media and promotional packages and produced and styled photo shoots
- Maintained my focus on a fashion business core utilizing my skills in the areas of marketing, merchandising, project management and business development.

Experience

► MODELING AND PERFORMING ARTS

Professional Model / Actress — 1982-present

See page 3 for experience details. List of agents and clients available upon request.

► BUSINESS DEVELOPMENT

Owner / Operator, Veronica Neal Home; Asheville, NC — 2008-present

Veronica Neal Home offers a unique interior design experience by blending Veronica's creative vision with your needs and desires for the space you live in. With as little or as much help as you like, Veronica will help your dream design come to life.

► MARKETING AND MERCHANDISING

Independent Sales Distributor, Young Living Essential Oils; Lehi, Utah — 2004-present

Young Living Essential Oils is a multinational relationship marketing company specializing in the production and distribution of therapeutic-grade essential oils and premium products enhanced with essential oils.

- Achieved and maintained executive sales status based on group volume sales per month
- Continually developed prospective customers and distributors using Young Living World's internet based marketing and educational system
- Introduced "quality of life" enhancing products to alternative health management therapists and the medical community

Independent Sales Agency Associate, The Worth Collection; New York, NY — 1998-2001

The Worth Collection is a sales and marketing company of custom-designed, ready-to-wear clothing. Responsible for managing the agency and meeting corporate goals.

- Provided wardrobe building services for women's professional and personal needs
- Developed and maintained a client base through mailings, invitations and regular telephone contact.
- Created an in-home boutique shopping experience using visual presentations, merchandising vignettes and private individual appointments.
- Managed the business daily operation
- Utilized effective communication and fashion modeling experience to advise customers and recommend styles, colors and selections.
- Provided all logistical support and delivery of merchandise, handled all returns and allowances



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- and collection of payments
- Met and exceeded corporate goals of \$20,000.00 sales per quarter

**Cosmetic Sales Consultant,
Estée Lauder / Clinique / Borghese / Orlane / Face Works LTD — 1989-1990**

- Utilized modeling experience to provide professional make-up techniques
- Applied make-up for makeovers
- Assisted clients in make-up selection

► **PROJECT MANAGEMENT**

**Historical Native American Garden at Chucalissa Indian Village Archeological Site,
funded by The Principal Financial Group and Southwind Garden Club;
Memphis, TN — 2003-2005**

- Worked with landscape architect and University of Memphis staff and faculty to implement the project
- Sourced and obtained materials needed for the project
- Oversaw the installation process
- Presented completed project to National Garden Club, Inc. Board of Directors
- Handled all publicity and served as project photographer
- Submitted all required narrative and financial reports to The Principal Financial Group

**Tournament Players Club at Southwind / Southwind Garden Club's Millennium Project;
Memphis, TN — 1999-2000**

Directed club's effort to create, design and install bronze statuary at the entrance to TPC at Southwind dedicated to the children of St. Jude Children's Research Hospital – FedEx and PGA sponsored charity for The FedEx / St. Jude PGA Golf Tournament.

Education

Itawamba Community College; Fulton, MS

NC School of Film Making, Film Project; Winston Salem, NC — Ted Post, director

The Actor's Workspace, Scene Study; Kernersville, NC — Marilyn Allen Kerns, instructor

The School for Film and Television, Actors in Advertising: The Commercial Course;
New York City, NY — Joan See, instructor

Gately Poole Studios, Scene Study; New York City, NY

Herbert Berghoff Actor's Studio, Scene Study; New York City, NY



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Film and Television

The Architect, Lead; Reactor Media / Atomic Films — Mark Young, Director

Smokey And The Bandit, episode *Holy Smokes*, Featured; Universal Studios — Hal Needham, Director

Southern Comfort, Featured Extra; 20th Century Fox

Commercials and Industrial

Ballard's Appliance

Hollywood Casino

WBTV "The Return of Mayberry"

La-Z-Boy Furniture

Bali for JC Penny (POS video)

Flexsteel Furniture

Holliday's Fashions

S&K Men's Famous Brands

Peerless Carpets

JC Penny DBS Buyers Broadcast

Television Modeling

Oscar De la Renta Bridal Runway; ABC News

Martha's Park Avenue, documentary; ABC News

Regis & Kathy Lee; ABC

Galloob Toys; FNN

Style with Elsa Clynch; CNN

Bridal Show Case; Suburban Cable

Fashion Shows

Saks Fifth Avenue

Goldsmiths

Lord & Taylor

Martha's Trump Tower

Mademoiselle Magazine

Mori Lee Bridals

Bergdorf Goodman

Macy's

Montaldos

Ungaro Boutique NYC

Revon and Maximilian Fur Salons

Oscar De la Renta Bridals

Parisian

Bloomingdales

Martha's Park Avenue

Vogue Magazine

Bridal Originals

Furniture/Today and the International Textile Market Association Educational Foundation

Trade Shows and Sporting Events

The New York Pret Show; New York City

The international women's ready to wear expo at The Jacob Javits Center

The Boutique Show; New York City

The International Toy Fair Show; New York City

The International Home Furnishings Market; High Point, NC

The Wyndham Championship / FedEx Cup