

ROBERT LELEUX

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PROFESSIONAL SUMMARY

High-achieving senior executive bringing expertise in brand development, business planning, advertising & revenue development, and change management. Offering ten years of leadership in the home furnishings and publishing industries, along with an entrepreneurial, forward-thinking mindset, and demonstrated track record of accomplishment. Leveraging more than fifteen years of expertise writing for tier-one, national & international publications, and big-five publishers.

SKILLS

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| • Creative Direction | • Editing |
| • Strategic Development | • Brand Development |
| • Ecommerce | • Advertising |
| • Digital Marketing | • Staff Management |
| • Budgeting | • Content Creation |
| • MAC & PC | • Internet Research |
| • Proofreading | • Publication |
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WORK HISTORY

01/2016 to Current

Founder & Creative Director

Southern Style Now – New York, NY

- Conceptualized and produced an annual design festival celebrating the best of the South.
- Conducted target market research to scope out industry competition and identify advantageous trends.
- Created and monitored promotional approaches to increase sales and profit levels.
- Orchestrated positive media coverage and stakeholder relations as public face of company.
- Supported and supervised team of professionals.
- Fostered new business through participation in trade shows, and initiating communications with prospective clients via phone and email.

01/2014 to 01/2016

Editorial Director

domino Magazine – New York, NY

- Conceptualized, managed, produced, and edited all content for domino's print publication.
- Managed brand partnerships, advertorials, and advertising relationships.
- Identified emerging talent, recruited and supervised writers producing high-volume editorial content, and worked effectively both with in-house and freelance professionals.
- Collaborated with ecommerce, social media, and marketing teams to develop and execute consistent editorial voice across all branded platforms.
- Identified and successfully capitalized on opportunities to create, improve, monetize, and share important content.
- Oversaw, inspired, and supported creative team of writing and editorial staff.
- Produced photoshoots and oversaw magazine layout.
- Conducted editorial meetings to collaborate on and review publication pitches.
- Trained new editors in internal standards, and identified any training needed to fully support team and business goals.
- Managed resources for competing deadlines; kept multiple project teams on track and on budget to meet challenging targets.
- Proofread, edited, and evaluated final copy to verify content aligned with established guidelines.

- 01/2010 to 01/2014 **Managing Editor**
Lonny Magazine – New York, NY
- Along with editor-in-chief, conceptualized and produced all online content, in addition to scheduling, budgeting, and managing day-to-day operations of the publication.
 - Oversaw publication of digital and print products, aligning multi-media content strategies to maintain cohesive brand identity.
 - Conducted editorial meetings with staff members to collaborate on and review publication pitches.
 - Worked with graphic artists, post-production team members, and other specialists to produce captivating and successful content.
 - Managed freelance editorial teams, coordinating remote workers to achieve prescribed deliverable milestones.
- 01/2010 to 01/2014 **Columnist**
The Texas Observer – New York, NY
- Pursued and developed stories independently and for assignment, covering range of topics.
 - Addressed current events and issues of topical importance in a monthly column.
 - Wrote, edited, and produced stories for multiple platforms, including internet and digital channels.
 - Performed research and checked all facts to maintain high standard of journalistic integrity.
- 01/2007 to Current **Author/Lecturer, Writer**
New York, NY
- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content for national & international publications including: The New York Times, The New York Times Magazine, House & Garden, The Huffington Post, Publisher's Weekly, The American Prospect, The Advocate, Out, The Texas Observer, Traditional Home, Time Out New York, and many more.
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EDUCATION

B.A
Sarah Lawrence College - Bronxville, NY

ADDITIONAL INFORMATION

- PUBLICATIONS - St. Martin's Press—*The Living End* (winter 2011), St. Martin's Press—*The Memoirs of a Beautiful Boy* (winter 2008)
- ARTICLES - *The New York Times*, *The New York Times Magazine*, *The Huffington Post*, *Traditional Home*, *House & Garden*, *Publisher's Weekly*, *Out*, *The Advocate*, *The Texas Observer*, *The Utne Reader*.
- HONORS & AWARDS – Inaugural author selection for *The New York Times*' Modern Love Podcast (February, 2016), Barnes & Noble Discover Great New Writers Program (spring 2008), 2008 Best of Houston (*Houston Press*), Finalist, Brink of Fame-Author Award, NewNowNext Awards