

# 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

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

## 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

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## 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