

Darcey Howard

Founder at Personal Branding Through Appearance

New York, NY, US

Inspiring and engaging speaker that creates a linear approach to creative concepts.

Biography

As a featured speaker for such companies as IBM, Ameriprise, BDO Siedmans, and the SBA Darcey Howard is sought after for not only her dynamic presence but her ability to create linear approaches to creative concepts. With a 20 year history of building brands and programs that build business whether its her "Personal Branding Through Appearance" program for professional positioning, the "Solopreneur Success Program" for Lifestyle and Luxury consultants or advising start ups on preparing to seek VC funding it all begins with the integrity and vision of your brand. Darcey Howard's "Personal Branding Through Appearance" (PBTA) program is the visual link between what you are asking of your audience and how you are delivering it. We ask every person we encounter to invest in us, either of their time, confidence or money. What is your personal brand style saying versus what you are asking? Can you tell your audience that you are a creative, resourceful, expert in your field when your visual message denotes something less than remarkable and prepared? If you are your own brand then your wardrobe is your logo. Defining it and having it directly relate to how you are "showing up" is the philosophy behind this incredibly empowering program. After nearly two decades of experience in Brand Marketing for the apparel industry Darcey Howard launched PBTA in 2004 providing individual consultations to professionals and entrepreneurs in addition to corporate workshops and seminars designed to drive motion through brand talent. In 2009 Darcey launched her first DVD "The Essential Guide" and currently has a follow up book in development. She has been featured on such programs and publications as Lifetime Network, New York Times, Forbes, Small Business Computing, Seattle Magazine, Seattle Times & Post Intelligencer, and Northwest Afternoon. Darcey resides in New York and divides her time between her offices in New York and Seattle.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance

Industry Expertise

Professional Training and Coaching, Apparel/Accessories, Advertising/Marketing

Areas of Expertise

Personal Branding Through Appearance, Executive Positioning for Women, Solo-Preneur Success, Personal Branding, Branding, Branding to Women

Affiliations

Sample Talks

Be Intentional, Be Your Brand

If you are your own brand then your wardrobe is your logo. This is at the core of developing your personal brand. Being intentional is your tool to communicating it. A brand is comprised of Goals, Value, History, Mission, Strengths and Intended Audience. Identify your audience and confidently communicate your message with the tools of Personal Branding Through Appearance.

The 6 Parameters Of Personal Brand Style

Put power and strategy into your wardrobe.

Jump Start Your Job Search

Tactics for being memorable but not standing out

Mind The Gap

Bridge the gap between how you feel and how you look.

Find Your Inner Amazing

Establishing what's at the core of your brand. A guide for women in their prime

Event Appearances

Be Intentional Be Your Brand

Women's Exchange

Personal Branding Through Appearance

Women's History Month

Personal Branding Through Appearance

Super Women's Group Luncheon

Personal Branding Through Appearance

Executive Team Workshop

Find Your Inner Amazing

Annual Women's Leaders conference

Find Your Inner Amazing

Reinvention Convention

Be Intentional Be Your Brand

Washington Women's Caucus

Personal Branding Through Appearance
Annual Education Conference

Personal Branding Through Appearance
Quarterly CLE

Jump Start Your Job Search
Quarterly Education

Education

Portland State University
BA marketing, communication, consumer behavior

Accomplishments

Entrepreneures of the year
Awarded by the Seattle business community in 2009

Testimonials

Brette Westerlund

"Darcey has a lively presentation style that engages the audience immediately. She promotes enthusiasm and her information is down to earth and easily applied in every day life. Darcey is one of the few speakers, who has addressed our group, that provided practical advice on how to brand yourself. In fact, she did it in three easy words."

Amanda Hoffman

Darcey's presentations are fun, engaging, and informative without being too serious. She is warm and non-judgmental, allowing many participants discuss their own challenges or concerns. The best part of her "Personal Branding Through Appearance" Program is that the tools that are not unique to one specific style, but applicable to many different personalities and brands. Her technique is exciting, fun and allows both men and women to feel confident and authentic."

Amy Seglin

Darcey is a consummate professional and her expertise is invaluable. She provides excellent advice on personal branding and how to present your best self in the professional world. I have presented with her several times and learn something new each time I listen to her. She is able to tailor her content on an audience basis, and really works to understand who she is presenting to. She leaves people feeling motivated to improve their own presentation, and gives them relevant tools they can immediately apply to their everyday life. She's done that for me, and I believe many of the tips she has offered during our presentations have resonated and helped me improve my own style and personal brand. I would recommend her in a heartbeat

Barbie Van Horn

Darcey Howard is one of the most interesting and vivid presenters that I have seen in my career. Through formal presentations that are targeted toward a specific group or more informal presentations that encompass a great variety of different needs, Darcey helps people understand the image that they portray as well how other people see and react to what they are wearing. She never loses sight of the fact that everyone is an individual and has personal ideas that need to be expressed as well as an understanding of the perceptions that need to be met to be seen as a professional in their chosen field. No matter how seasoned or new the audience, the content of her presentation is incredibly important and the message always comes across.

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