

DANIELLE FEDERICO
FOUNDER, THE MODERN SPIRITUALIST |
TRANSFORMATIONAL DESIGN LEADER

**Elevating Individuals,
Leaders & Teams Through
Intentional Design and
Creative Empowerment**

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Transformational Career, Conscious Living Coach and CEO, with 22 years of Entrepreneurial experience specializing in leadership development, team empowerment, whole-person development, and mentorship. Expert in designing educational experiences that integrate wellness principles, seasonal insight, and aesthetic clarity - cultivating emotionally intelligent communication, collaborative growth, and inspired team dynamics. Adept at coaching and mentoring executives, managers, start-ups and creative professionals across fashion, beauty and wellness industries, talent agency environments, and small business sectors to foster purpose-driven environments, conscious leadership, and aligned professional evolution.

Project Planning & Strategic Facilitation Highlights

- Collaborated strategically with an inventor and physician to bring a medical/consumer product to market, overseeing development milestones, investor engagement, and long-term scalability. Provided executive-level coaching and operational planning for financial professionals — including CFOs and portfolio managers — guiding career reinvention, intra-organizational mobility, and new venture development.
- Supported solo entrepreneurs and creatives in launching purpose-driven brands and businesses, offering end-to-end mentorship through niche discovery, aesthetic direction, vision mapping, and strategic planning.
- Designed business plans with 5–10-year growth trajectories, incorporating performance benchmarks, audience expansion, and values-driven scaling. Delivered transformative coaching tools for artists, wellness professionals, and mission-driven leaders — integrating mindfulness, emotional intelligence, and sustainable productivity through customized frameworks in lifestyle design, resilience building, and conscious business strategy.

Transformational Style & Brand Presence Strategy

Deliver one-on-one wardrobe consulting and style coaching to executives, entrepreneurs, and teams, aligning personal image with professional goals and company culture.

- Facilitate transformative styling sessions that enhance confidence, presence, and emotional resonance — supporting leadership visibility and brand cohesion. Integrated seasonal color analysis and conscious beauty principles into image strategy, elevating authenticity and aligning external presentation with internal empowerment.
- Guide clients in building sustainable wardrobes and visual identities that reflect intention, diversity, and social responsibility within luxury and creative industries. Collaborate with leadership to refine team appearance and group presentation for public-facing events, media campaigns, and internal culture building.
- Support emerging brands and small business owners in curating a style-forward identity that bridges personal transformation with strategic growth goals. Extend transformational

coaching into the home and workplace by consulting on interior projects rooted in conscious living — including space planning, seasonal decor, and sensory design that cultivates clarity, inspiration, and emotional alignment. Design personalized apothecary spaces that honor holistic wellness and sustainable values, helping clients create environments that reflect their intentions and support mindful daily rituals. Embed these principles into broader coaching programs, showing how surroundings and self-expression are powerful tools for leadership, well-being, and brand evolution.

SKILLS SUMMARY:

Leadership & Coaching	Business Operations & Strategy	Team Empowerment & Culture Building	Creative Direction & Visual Strategy	Whole-Person Development for Leaders & Teams
<ul style="list-style-type: none"> -Visionary planning and mentorship cultivated over 22 years as a business owner -Career and life coaching for diverse professionals and teams -Executive guidance rooted in emotional intelligence and seasonal alignment - Transformative leadership development tailored to creative and corporate environments 	<ul style="list-style-type: none"> -Strategic planning and business structuring for startups and growth phase companies - Administrative management and executive oversight - Project planning and execution using tools like -Gantt charts and brainstorming frameworks -Financial planning and operational systems design 	<ul style="list-style-type: none"> -Designing teambuilding experiences that promote trust, collaboration, and empowerment -Creating inclusive, purpose-driven environments through coaching and curated events -Enhancing communication and synergy across departments and leadership teams - Supporting employee engagement with tailored frameworks for personal and professional growth 	<ul style="list-style-type: none"> -Styling and makeup artistry with a focus on empowerment and storytelling -Visual content refinement for proposals, websites, and social media platforms - Development of custom visual tools like face charts, seasonal guides, and planning wheels - Curating healing and inspiring environments with vintage and artistic aesthetics 	<ul style="list-style-type: none"> -Wellness practices including meditation, breathwork, mindfulness, EFT, NLP, reframing techniques, Cognitive Behavioral Coaching, and lifestyle coaching -Empowering individuals and teams through intentional alignment and reflective guidance

A CAREER ROOTED IN EMPOWERMENT & VISIONARY LEADERSHIP

THE MODERN SPIRITUALIST, LLC | METHUEN, MA
CEO/Owner - A Conscious Living Company

2010 - PRESENT

- Established a purpose-driven coaching practice blending insight, strategic mentorship, and creative empowerment. Specialize in transformative programs for executives, managers, creatives, and wellness professionals - integrating emotional intelligence, seasonal alignment, and lifestyle coaching to support leadership presence, career growth, and personal resilience.

- Deliver customized frameworks rooted in wellness modalities, visual storytelling, wardrobe consulting, personal appearance and team dynamics. Recognized for guiding conscious transformation and fostering sustainable success across fashion, talent, wellness, and entrepreneurial industries. Developed and facilitated multiple educational programs to groups and individuals. Founder of Modern Freedom Movement™, a movement practice for women 40+. Founder of The Modern Spiritualist Program designed to support women through the changing seasons of life. Continue to offer continuing education in areas of wellness, career development and transformational design.
- Facilitate KPI frameworks and SWOT evaluations to help leaders and teams identify strengths, address gaps, and elevate overall performance.
- Manage all facets of the business, including web design, business development, administration responsibilities, marketing and PR.
- Have grown a team of well-regarded professionals to represent my brand and business model.
- Facilitated the purchase, remodeling and grand opening of Modern Spirit Wellness, the brick and mortar for The Modern Spiritualist, where I was owner and lead facilitator for all wellness, marketing, PR, educational classes and events for four consecutive years.
- Facilitated hundreds of wellness classes and workshops and consistently lead ongoing classes year-round.
- Professional speaker delivering high-impact talks on identity, presence, and personal development.
- Skilled in small event facilitation, with a focus on Bridal and Wedding Officiation.

FACE DESIGNS MAKEUP ARTISTRY | METHUEN, MA 2002 - 2010

Owner/Makeup Artist/Educator/Wardrobe Consultant/Event Coordinator

- Led a premier makeup artistry brand serving high-profile bridal, commercial, editorial, and corporate clients across luxury hospitality venues including Seaport Hotel, Westin Copley Place, and Fairmont Copley Plaza.
- Recognized in local and national publications for creative direction and a beauty philosophy rooted in confidence and emotional resonance. Designed and taught hands-on training programs in professional makeup artistry and business development, while providing expert skincare consultations for events, productions, and private clientele.

I SOCI SALON, NEWBURY STREET | BOSTON, MA 2005 - 2010

Creative Director & Talent Partner – Fashion & Beauty Collaboration

- Formed a strategic partnership with a premier Newbury Street salon, overseeing talent coordination, in-house styling, wardrobe direction, and beauty services for high-profile fashion shows, client activations, and marketing campaigns.
- Led model sourcing through my agency, IMA Models, exclusively providing talent to support the salon's growing fashion presence and brand visibility.
- Directed end-to-end planning and execution of event aesthetics — curating makeup artistry, styling, and model presentation to align with brand vision and audience impact.

FUTURE PRO MODEL | BOSTON, MA

2005 - 2007

CEO/Owner

- Mentored aspiring models in industry standards and presentation, including runway, posing,
- and brand strategy. Designed custom curriculum and training materials to support professional
- development. Led creative direction for photo shoots, serving as stylist and makeup artist in collaboration with fashion photographers. Consulted on digital presence and partnered with agencies to guide client onboarding and market integration.

IMA MODELS (INTERACTIVE MODELING AGENCY) | BOSTON, MA 2005 – 2006

President/Owner

- Launched and led a full-service modeling agency representing 175 talents across fashion, media, and corporate sectors. Oversaw talent bookings, marketing, and client relations, while curating runway shows and editorial events through styling, makeup artistry, and visual strategy. Managed a team of 8, while managing all 175 talent professionals, agency branding, digital assets, and operations - including contracts, accounting, PR, and national travel logistics.

EDUCATION/CERTIFICATIONS:

- Harvard Medical School Executive Education – Lifestyle and Wellness Coaching Program
- AIP – (The Association for Integrative Psychology) NLP Certified (Neuro-Linguistic Programming), Boston, MA under Dr. Matt James
- Board Certified Hypnotherapist from Thomas Institute of Hypnosis
- Member of National Guild of Hypnotists
- Golden Bridge University for Integrative Health and Wellness; 300 Hour
- Certification in Accessible Yoga for Integrative Health and Wellness, Haverhill, MA
- Catherine Hinds Institute of Esthetics; Licensed Esthetician 600 Hours, Woburn, MA
- Baba Siri Chund Yoga and Retreat Center; 200 Hour Certification in Meditation, Yoga, Breathwork and Retreat Leadership, Millis, MA
- Emotional Freedom Technique (EFT) Certified, Andover, MA
- Certified - Cultural Sustainability and Leadership, under Frantz Dhers
- Certified - Diversity and Exclusion in the Workplace through Expert Academy
- Certification in HBLU (Healing from the Body Level Up) by Dr. Judith Swack

EARLIER CAREER:

- Held Administrative roles with Putnam Investments, Deloitte and Touche, Marsh & McLennan, State Street Research and Eliassen Group.

COMPUTER SKILLS:

- Microsoft (MS) Office, SEO setup, web design and web management utilizing WIX platform, ChatGPT, AI Software, Canva, PowerPoint