



**Makeup by Rory Lee**

## **Background**

The official name of the organization is Makeup by Rory Lee, and it operates as Makeup by Rory Incorporated. We have a dedicated team of hair, makeup, and wardrobe stylists, providing services for television and film production. About nine years ago, I introduced my vegan makeup brand, Rory Lee Makeup, which has since merged with Makeup by Rory to form the integrated brand known today as Makeup by Rory Lee.

In crafting our makeup line, we intentionally concentrate on meeting a particular need. As a makeup artist in the TV and film industry, I saw an opportunity to streamline my product offerings. With a background in chemistry, backed by a five-year degree from the University of Miami, I developed a keen interest in the science of skin. As a licensed aesthetician, it became crucial to ensure that the products I used on clients—both everyday clients and those in the television and film industry—were not only of high quality but also comprised healthy and natural ingredients.

The motivation behind launching Rory Lee Makeup was to consolidate products, making it easier to travel with fewer items. This hybrid brand approach allows me to set up quickly and efficiently. Now, we cater to various needs. From everyday products to those used in television and film, the focus is on maintaining high standards of quality and natural ingredients. The streamlined product range also benefits everyday clients who appreciate simplicity and effectiveness. The goal is to enhance the natural beauty of individuals, providing a versatile line suitable for everyday use.

## **Solution**

Branches, which is one of the spokes under the Miami-Dade Business Navigator Program that is funded in part through a cooperative agreement with the U.S. Small Business Administration has helped me bring my business to a new level. The success was there; as a makeup artist, I've worked with incredible people in various studios, productions, along in the television & film industry. I've collaborated on award-winning projects and even earned an Emmy Award plaque as a contributor to award-winning productions. However, I felt stuck at that level of success.

Steve Arman, Micro-Business Director from Branches, introduced me to the MDBN. This opened strategic opportunities for me to start learning how to elevate my business with marketing, technology, and branding. I've implemented systems and subscriptions to understand cybersecurity and the marketing aspect, allowing me to focus on growing my makeup brand, especially in e-commerce and technology.

This past year with the Miami-Dade Business Navigator Program and Branches has been an incredible experience from the trainings and strategic approach to grow my business. Previously, I was overloaded with email because I avoided the computer, not knowing how to bring my business up to date in 2023. The program has helped me become technologically current, addressing the gap in my knowledge.

## **From the Owner**

“For entrepreneurs just starting out, my advice is simple: never stop learning. Regardless of your level of success, continuous learning is key. Embrace modern technology, seek help when needed, and enjoy the journey. Don't be afraid to admit when you don't know something and leverage resources like the Miami-Dade Business Navigator program and organizations like Branches for guidance.”

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