

# DANA PERSIA

**CEO, BEAUTIFUL BRIDES PHILLY  
& BEAUTY ON DEMAND**

*Without failure there is no success. It's an integral part of the process, but the key is to learn from it and change in a way that makes you bigger and better.”*

Dana Persia did not take the easy path to entrepreneurship but travelled a rocky, winding road that led to where she is today. A Philly native, Dana attended Rutgers University, where she graduated cum laude with a B.A. in English. Her writing talent led to a 15-year career in marketing, public relations and communications, holding positions at the Economist, Sunoco and BOYDS all while sitting on the boards of several non-profits. She made a mid-career change, attending Jean Madeline Aveda Institute, where she studied skincare and makeup, a passion of hers. Dana spent several years in salons but, like many, lost a lucrative position in the 2007 recession. Luckily, she launched DP Image Consulting two years prior, and before the crash, spent evenings and weekends networking and seeing clients. Loving the idea of helping people reach their potential, she focused on her image consulting business, which for her female clients, included makeup. For several years, Dana conducted workshops for Fortune 500 companies, nonprofits and universities but continued to work with individuals, soon realizing her makeup services were in high demand. With corporate budgets dwindling, survival meant rebranding with a recession-proof niche—bridal hair and makeup.

Since then, Beautiful Brides Philly has grown to 15 stylists serving 150-plus weddings annually and, to date, has beautified over 2,000 brides and attendants. A combination of business savvy, talent, immaculate reputation, and client satisfaction is what makes BBP one of the most referred hair and makeup companies in the Philadelphia area. Dana and her stylists were chosen for David Tutera's runway during his "Your Wedding Experience" held in Philadelphia in 2015. In 2016, Dana launched Beauty on Demand to serve her non-bridal clients, and, in 2017, won the Procter & Gamble "Beauty Bar" contract serving players and their families at the Philadelphia-hosted NFL Draft. Dana also was a makeup artist for NBC's *10! Show* and has worked with celebrities like Gavin Rossdale of Bush and Heather Blaine Mitts, Olympic gold medalist. Master of "no-makeup-makeup," Dana's clients book her months in advance for headshots, dating profiles and special occasions. Most recently, she launched her YouTube channel showcasing videos on makeup and skincare. Dana spends her free time visiting family in the Midwest, where she enjoys mani-pedis with her niece and playing cards with her nephew. She lives in South Philadelphia with her fiancé Garry and her cat Suki.

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