

MEET DANIELA VERA

A Latina Entrepreneur Inspiring Millions Through Beauty



Written By:
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Daniela Vera is a thriving Latina entrepreneur and content creator who has turned her passion for makeup into a powerful platform for inspiration. With her captivating tutorials and engaging beauty content, she has built a loyal community of nearly 8 million followers across Instagram, TikTok, and YouTube.

Known on social media as @veralmakeup, Daniela shares her talent with the world, helping others unlock their creativity and confidence through makeup. But beyond the artistry, what truly sets her apart is her dedication to empowering others—proving that beauty is not just about technique, but also about self-expression and self-love.

Daniela's Love for Roanoke and the Great Outdoors

For Daniela, Roanoke is the perfect place to enjoy the outdoors. With its scenic landscapes and endless opportunities for adventure, it's the perfect place for someone who thrives in nature. One of her favorite activities, especially in the warmer months, is camping. She and her husband, along with their two dogs, are always looking for great new places to set up camp and enjoy the fresh air. Roanoke's peaceful environment and natural beauty make it a great place to live, and that's exactly what Daniela loves about it. You can follow her outdoor adventures on Instagram at @anthonydanifamily.

Local Restaurants She Loves Visiting

Daniela loves exploring different cuisines, and over time, she's found her top three go-to restaurants in Roanoke. For a romantic night out with stunning scenic views, she heads to Six and Sky Rooftop Grille, where great food meets a breathtaking backdrop. When it's time for brunch, First Watch is her top pick, offering fresh and flavorful dishes to start the day right. And when she's in the mood for something unique, Stock Bistro & Bar is the place to be, specializing in Nordic and Scandinavian cuisine.

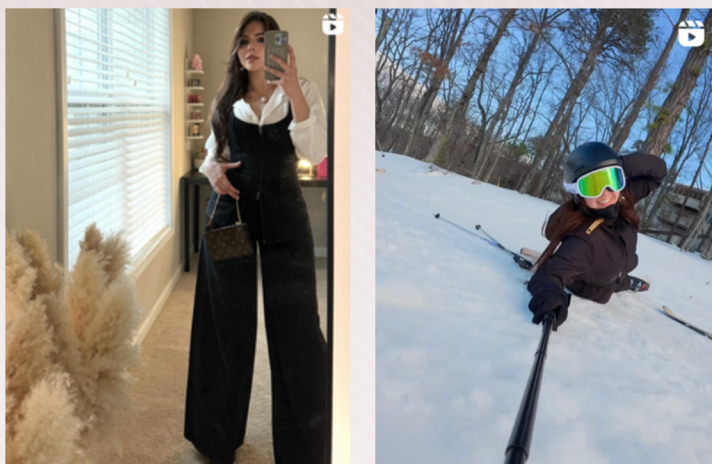


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One fun fact about Daniela—she has a weakness for wine paired with cheese and charcuterie. That’s one of the reasons she loves Stock Bistro & Bar, where the chic ambiance perfectly complements her favorite indulgence. If there’s a great glass of wine and a charcuterie board on the table, you can bet she’ll be there!

Her Go-To Spots for Beauty and Fashion

Shopping is one of Daniela’s favorite pastimes, and when she heads to the mall, there are two stores she never skips. As a beauty content creator, ULTA is like a second home, she’s always on the lookout for new makeup products to test, review, and feature in her tutorials. Whether it’s stocking up on her go-to essentials or discovering the latest beauty trends, you’ll often find her browsing the aisles. When it comes to fashion, H&M is her top pick. It’s her go-to spot for trendy yet affordable pieces that fit her style. Whether she’s refreshing her wardrobe or hunting for the perfect outfit, this store is always on her list.



From Passion to Profession: Her Journey in the Beauty Industry

"Everyone is born with a talent—something they naturally excel at," says Daniela. "For me, it has always been fashion and beauty." From a young age, Daniela was a self-taught enthusiast, drawn to the world of makeup and style. As a child, she would experiment with her mother’s beauty

products, fascinated by the power of transformation they held.

Her passion only deepened as she grew older. Determined to turn her love for beauty into a career, Daniela pursued formal training in cosmetology and makeup artistry. She began her studies in her home country of Venezuela, mastering various techniques and refining her creative eye. By the age of 19, she was already taking on clients and applying her skills professionally. It was during this time that she discovered another passion—teaching. She loved sharing her knowledge and helping others enhance their own skills and confidence.

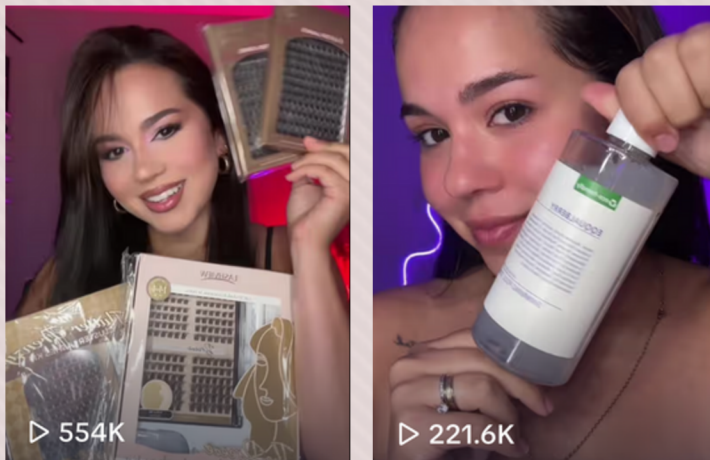
From TikTok to Global Success

When Daniela moved to the United States, TikTok was just beginning to gain traction. Recognizing its potential as a powerful business tool, she decided to share her makeup tutorials on the platform. What started as a casual effort to showcase her skills soon turned into a life-changing opportunity. At the time, she had just 42 followers, but within days, her videos began gaining momentum. The response was overwhelming, and her social media account @veralmakeup grew at an astonishing rate. Today, she boasts an impressive 3 million followers, solidifying her place as a beauty influencer.

Daniela’s online success has opened doors to collaborations with top beauty brands across the globe, including companies from South Korea, China, Japan, the United States, and Europe. These experiences have not only elevated her career but also fueled her entrepreneurial spirit. Taking her passion to the next level, she officially registered her brand, VeralMakeup, as an LLC—marking a new chapter in her journey.

Her rise in the beauty industry hasn’t always been smooth. As a Latina entrepreneur, she has faced her share of challenges, but her journey is a testament to hard work, resilience, and most importantly, dedication. The path to success required immense patience, countless hours of content creation, and the determination to keep going even when obstacles arose. “Sometimes, perseverance and discipline matter more than talent,” Daniela shares.

For her, these two qualities have become guiding principles—her personal mantras that have pushed her to achieve her dreams. She encourages others to do the same: to never give up and to keep fighting for their dreams.



What is Her True Motivation?

For Daniela, the most rewarding part of her journey isn't just about makeup—it's about transformation. What truly drives her is seeing people who once struggled with their beauty routines gain the confidence and skills to do it themselves. Watching her audience grow, improve, and embrace their creativity fuels her passion every day.

She finds immense joy in helping women master techniques they once thought were beyond their reach. Whether it's perfecting a winged eyeliner or achieving a flawless foundation blend, Daniela loves witnessing those "aha" moments when someone realizes they can do it. The connection she builds with her audience isn't just about teaching—it's about inspiring, uplifting, and proving that beauty is something anyone can learn with the right guidance.

Daniela's Message for Latinas

Since moving to Roanoke, through this group, she has built meaningful connections, formed lasting friendships, and discovered the true power of unity. Her message to fellow Latinas in Roanoke is clear: women should uplift and

inspire each other, not compete. "In today's world, women are constantly bombarded with comparisons, which can make us feel vulnerable and insecure," Daniela shares. "But instead of seeing one another as rivals, we should shift our perspective—support each other, celebrate each other's successes, and stand together."

For Daniela, the Latinas Network embodies this spirit of empowerment. "I love this group because here, I feel the passion to see everyone shine. Unity is a great strength, and if we embrace a humble heart—one that genuinely wants to see our sisters, friends, and acquaintances succeed—we will grow together. After all, we are all part of the same community."

Don't forget to connect with her on social media!

 <https://www.tiktok.com/@veralmakeup>

 <https://www.facebook.com/savanyfinancial>