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WOMAN'S

Fall 2015

magazine

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Conquering Hardships and Staying Passionate

Ruby Polanco realized her dream

By Matthew Davis, UMA Worldwide

Ruby Polanco's story is one of passion. She believes everyone has the potential to realize his or her dreams with dedication, hard work, and persistence. From her Honduran roots and immigrating at age 12 with her mother, she has found true success in the United States and continues to inspire others with the values she has adhered to both in business and life.

Polanco learned much about conquering hardships on her path. Before opening her first school she overcame many obstacles. As a single mother at age 17 and having dropped out of high school, she still prioritized her education, acquiring her bachelor's and several certifications. She struggled when her real estate company met a turbulent market economy surrounding the 2008 financial crises, but remained committed to learning and growth.

In shifting endeavors, she found success largely because of her passion. Initially Polanco offered small local seminars on her newly developed cosmetics line, but soon found there was great interest in her wisdom and enthusiasm. She was asked to continue teaching courses, and was soon in position to open her first school and reach out further into the community. Another side of her passion was in the recognition of a lack of representation of young Latina women in the industry, a demographic that makes up 90% of her student body. Ruby continues to serve as an inspirational example for young women, and particularly young Latina women in the Southern California area.

The Ruby Makeup Academy offers its students courses in Personal Makeup, Character Makeup, Airbrushing, Beauty, Fashion, and Special Effects. Dynamic, diverse color usage is their signature. The first academy was opened in 2006, and there are now 4 locations in Southern California.

Inc. Magazine highlighted the academy in its

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Ruby Polanco of The Ruby Makeup Academy

500 Fastest Growing Private Companies in America Issue. Polanco was one of the executives featured in the 2014 *Profiles in Diversity Journal Women Worth Watching* Issue, as well as the "Powerhouse" issue of *Tightrope Magazine*. She

has also written articles for several publications including *Hispanic Today* and *Women in Business & Industry*.

Source: UMA Worldwide | MD