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## Professional Profile

Professional stylist, makeup artist and straightening specialist with extensive experience in coloring and lighting techniques such as balayage, highlights and air touch. Graduated from the IECSA beauty academy, with solid knowledge in colorimetry, hair care and styling trends. I stand out for my personalized attention, creativity and commitment to the satisfaction of my clients. In addition, I have experience as an educational technician for recognized brands, training other professionals in the application of high-end hair products.

## Professional Experience

### **Hair by Gra | Hampton Bays, NY**

Stylist and Owner | 2022 - Present

Personalized hair styling, coloring and makeup services.  
Specializing in balayage, highlights, and advanced hair treatments.  
Content creation and marketing strategies for social media.

### **Salon East | Hampton Bays, NY**

Professional Stylist | 2022

Application of advanced color techniques and hair treatments.  
Personalized advice to clients on hair care and styling.

### **71 Studio Spa | Southampton, NY**

Professional Stylist | 2020 - 2022

Performing custom coloring and cuts.  
Implementation of hair trends in exclusive clients.

### **Importaciones Marzú S.A. | Costa Rica**

Technical Stylist and Brand Educator | 2017 - 2020

Technical representative of brands such as: Olaplex, Joico, Senscience, and Cadiveu  
Trained in hair treatment, coloring, and straightening products.  
Responsible for training stylists in advanced techniques, providing seminars and live demonstrations.  
Development of training strategies to optimize the use of products in beauty salons.

Support at beauty events and fairs, demonstrating innovations in the hair industry.

### **AMA Beauty Salon | Costa Rica**

Owner and Stylist | 2013 - 2017

Business management and attention to a recurring clientele.  
Development of marketing and client retention strategies.  
Specialized services in hair coloring and treatments.

### **Finezza Beauty Salon | Costa Rica**

Stylist | 2013

Application of hair cutting, color and treatment techniques.  
Sale and advice on professional hair products.

### **Meli's Spa | Costa Rica**

Stylist Assistant | 2012

Support in styling, manicure and waxing services.  
Personalized customer service and sales management.

### **Academic Training**

Professional Stylist | IECSA, Costa Rica  
Professional Makeup Artist | IECSA, Costa Rica  
High School Diploma | Liceo Julián Volio Llorente  
Certificate in Conversational English | Speak Plus Cultural Center  
Certifications and seminars in color and styling techniques:  
Freehand Highlights  
Igora Schwarzkopf World  
Color Essential, Color Exceed and Color Advanced (Wella)  
Wellastrate Wella  
Senscience Straight Marzu  
Modern cuts for men  
Wella Hairstyle Trends  
Application of Optymun Hair Bottoz Platinum Hair  
Shapes and Soft Salerm Tones  
Sughey Nail Technique  
Acrylic, Gelatin and Porcelain Nails

### **Skills**

Advanced hair coloring (balayage, highlights, air touch).  
Hair cutting and design.

Straightening techniques and hair treatments.  
Professional makeup for events and special occasions.  
Training of stylists in the use of hair products.  
Development of marketing and social media strategies.

### **Collaborations and Recognitions**

Collaborations with Marivan and Xequé Mate.  
Experience working with international hair product brands.

### **Languages**

Spanish: Native  
English: Intermediate

### **References**

Available upon request.