



JORGE SANTA CRUZ

Hairstylist / Hairdresser

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About me

My concern for service, good food and design has brought me closer to aesthetics, being able to merge all my passions. I am a professional with twelve years of experience in customer service, offering exclusive services for personal well-being. I have trained and attended several conferences, events and academies inside and outside the country. Thus managing to master the newest techniques in coloring and cutting, and working with leading brands such as L'Oréal Professionnel and Schwarzkopf who trusted my knowledge to be able to land in my salon.

Skills

- Communication and empathy
- Problem Solving
- Creative
- Team work
- Adaptability to changes
- Excellent seller

Awards

Sep 2018 | L'Oréal Professionnel Arg
Platinum Client - Color Congress - Rio
das Pedras, Brazil.

Sep 2017 | L'Oréal Professionnel Arg
Platinum Client - Color Congress - Rio
das Pedras, Brazil.

Sep 2016 | L'Oréal Professionnel Arg
Gold Client - Color Congress - Punta del
este, Uruguay.

Languages

English - Upper intermediate

Experience

Owner

2023 - Present

Barón pelo & barba

Formation of a work team to play a role in the hairdressing and barbering field.

• Techniques: Fade, textures, bleaching, perm and haircut and beard visagism.

Business reached its balance in just three months.

Owner, Hairstylist

2014 - Present

Santa Cruz Salon

In these ten years as an owner of my salon, I have formed more than a hundred people among staff and external students in the specialties of: coloring, cuts, barbering and hairstyles, customer service, products and serving selling.

Business reached an ABC1 client portfolio achieving more sales of services per ticket.

Incorporation of Kérastase exclusive services. Best rated on google. Official incorporation of the Authentic Beauty Concept Brand.

Hairdressing Assistant

2012 - 2014

Ferragno Peluqueros

Front-desk work, software and appointment book management. Scalp diagnosis, product and sales advice. Dye application, straightening and nutrition. Haircuts and blow-dry. Assistance to Senior colorists in color correction and highlight.

Education

cursos

Marketing Introduction - Capacitarte	2023
Specializing in wavy, curly and afro cuts - Rich Cova	2022
Teamwork Coaching - Capacitarte	2022
Service Excellence - Kérastase Argentina	2018
Combo Cutting, Fading and Shaving Course - London School of Barbering	2016
Artistic Coloring and Visagism - Oscar Colombo Academy	2014
Accounting and finances for non-specialists - UTN.BA	2014
Kérastase Essentiel - Kérastase Argentina	2013
Kérastase Rituels - Kérastase Argentina	2013
Coloring 1 Complete - Oscar Colombo Academy	2013
Full-time course in haircuts - Ferragno Escuela de Peluqueros	2012
Professional course in hairdos - Ferragno Escuela de Peluqueros	2012

formal

Interior Design Expert - ABM Instituto	2007- 2010
Gastronomy Expert - ISGH de la Patagonia	2003- 2005
High School Diploma - Esc. 742	1998 - 2002