



Carina Santa

Management & Beauty Industry Professional

132 E 2nd St, National City CA91950 | Phone: (619) 252-7470

email: carina28mua@gmail.com

QUALIFICATIONS & ACHIEVEMENTS

- ✓ *Extensive knowledge and education in sales, brand development, event planning, training, customer service and beauty care in the cosmetic and beauty industries.*
 - ✓ *Directly responsible for customer service, retail product sales, and ordering retail product; promote brand awareness internally and externally through extensive education and event initiatives, execute department store and specialty store trainings.*
 - ✓ *Create an excellent experience for clients through product knowledge and positive attitude; direct experience in working at Sephora, Macys, Nordstrom, and Ulta stores.*
 - ✓ *Maintain above standard client service levels; ensuring 100% customer satisfaction at all times; create excitement of the brand, and build impactful and positive relationships with partner stores.*
 - ✓ *Exceptional interpersonal and communication skills with proficiency to promote confidence and build and maintain strategic business/client relationships, while interfacing positively with people of diverse backgrounds.*
 - ✓ *Able to pique interest and ultimately generate the sale of cosmetics and beauty products, even to initially ambivalent clientele.*
 - ✓ *Outstanding success in building and maintaining long term relationships with key decision makers, establishing and providing exceptional levels of retention and loyalty.*
 - ✓ *Highly energetic, self-starter, highly organized, a motivated leader with positive attitude, self-initiative with the ability to multi-task diverse assignments and responsibilities.*
- *Product Sales & Sales Support*
 - *Marketing & Brand Development*
 - *Account Retention*
 - *Product Knowledge*
 - *Revenue & Profits*
 - *Customer Support & Service*
 - *Business Development*
 - *Communications skills (Verbal & Written)*
 - *Management*
 - *Hairstylist*
 - *Makeup Artist*
 - *Product Training*

PROFESSIONAL SUMMARY

A creative and educated Beauty Industry professional seeking to obtain a position in the Beauty Industry that will allow me to utilize my skills in an innovative environment; proficient in sales, training, event planning and executing, analyzing, listening to the client's individual needs. Product knowledge for skin-care regimen adds strength to my retail sales; proficient in customer service, sales and new product techniques.

Maintain an immense wealth of knowledge in many areas, including, sales support, client management, marketing, administrative, and account retention. An empowered and highly motivated individual with a reputation for integrity, with excellent communication relationship-building skills and a team player with a desire to develop new ways to achieve the company's vision.

CAREER EXPERIENCE

Paul Mitchell The School

08/23-Present

Learning Leader

- Provide students a safe learning environment
- Assist with demonstrations of systems that pertain to haircutting/color/barbering
- Attend on going education trainings
- Provide theory classes and mini demonstration classes
- Responsible for grading and ensuring passing rates for starboard licensing
-

Sola Salon Studios.

04/22-Present

Independent Hairstylist/Barber

- Provide Excellent Customer Service
- Provide Haircutting, Color, Barbering Services.
- Provide Hairstyling, Updos, and Makeup Applications
- Product Retail
- Business Management

Gila Rut Aveda Salon
Haircutting Specialist

06/20-04/22

- Provide precision haircuts to fit clients lifestyle and aesthetics
- Provide exceptional customer service starting with consultation, discovering needs, performing relaxing neck and shoulder massages, executing technical cut and finishing with product recommendation and at home regimen.
- Trained on Vomer hand tied extension
- Experienced with tape in extensions
- Vidal Sassoon Academy haircut trained

Sports Clips Santee
Barber/Third Key

07/19-07/20

- Open/Close store responsibilities
- Cut hair using tools of the trade with responsibility for the safekeeping of tools and equipment
- Clean and Sterilize combs, brushes, and other equipment following manufacturers requirements
- Provide support to management
- Perform consultation in order to decide what services client needs
- Maintain a consistent relationship with client
- Proactively develop new clients
- Attend and participate in continuing education
- Emphasize and recommend products to assist clients in their hair care needs

Camp Horno Barbershop
Barber

04/19-9/19

- Provide low, medium, high fades, tapers, lineups for our military personnel in a timely manner
- Operate cash and card transactions
- Balance a cash drawer at opening and closing of day
- Disinfection and sanitation practices always

Ulta Beauty
Sales Retail Manager

07/18-07/19

- Effective leading to develop a high performing team that consistently delivers growth within the mass category
- Accountable for mass business including sales, service, and operational process.
- Plan and execute in-store events that deliver sales and payroll goals while providing exceptional customer service.
- Review and interpret financial and operational reporting regularly, including store visits and audits.
- Identify underperforming metrics and develop strategies that leverage company programs, tools, and resources to improve and grow the business.

Hourglass Cosmetics
Market Trainer

07/16 – 07/18

- Utilize solid understanding of cosmetics, makeup application, and sanitation.
- Expertly facilitate in-store trainings, promote brand, meet and exceed sales goals, train other market trainers, communicate with upper management, manage stock levels, develop and nurture retailer relationships. Self-motivated.
- Plan, manage, and execute special events; travel and support at events.

Too Faced Cosmetics
PRO Team Makeup Artist

01/15 - 07/16

- Provided sales support to Ulta/Sephora/Macys Stores; educated employees on brand and created brand excitement.
- Maximized each sale by cross selling as many products possible, impeccable artistry in a timely manner.
- Exceeded sales goals; managed a team of nine Pro Artists; traveled to support events, inventory, and stock concerns.
- Demonstrated exceptional guest service, understanding the guest's needs, providing quality consultations and performing services requested in an efficient and professional manner.
- Answered telephone, screened and directed calls, took messages and provided information.