www.derekmedinamua.com I derekmedinamua@aim.com I 646-427-3669 I @derekmedinamua

SUMMARY:

You should expect excellent customer service, professionalism, and authority in makeup application and/or hair styling. With my 24 years of experience in the industry from the runways, editorials, celebrities, and extensive cosmetic retail management experience. I will provide you with the customized beauty experience that your clients have come to expect. I specialize in beauty makeup and incomparable complexion matching of all ages, sexes, and ethnicities.

EXPERIENCE:

Makeup Artist and Educator 03/18 – 10/19 | Kryolan | New York, NY

Imparting outstanding customer service and sales to a wide arrange of customers from your everyday woman, drag queens, and industry professionals. Also, curating and conducting education for various makeup workshops such as Melanin Magic, Intro to beauty makeup, Zombie, and intro to Drag.

Brand Ambassador | 10/15 - 3/18 New York, NY

Providing clients with a full 360 consultation experience ranging from makeup, skincare, and haircare within various sephora and bluemurcury locations throughout NYC. Representing such brands as Beauty Blender, Boscia, and Milani Cosmetics, providing sales, support, and brand education for each location. Responsible for boutique opening/ closing, inventory, visual and product merchandising.

Lead Make-Up Artist | 01/13 - 10/15 | Shen-Beauty Boutique | Brooklyn, NY

Building cosmetics services and sales by creating a salon menu effectively displayed and advertised for the Clients. Developed the curriculum and facilitated client focused education. Resulting in a 50% increase in cosmetic sales. Achieving and often exceeding sales goals for all cosmetic brands quarter by quarter. Instituted efficient policies and procedures for tracking/ scheduling of appointments, boutique opening/ closing, inventory, visual and product merchandising.

Freelance Make-Up Artist | 01/12 - 11/12 | Make Up For Ever Boutique | New York, NY

Initiating consultations by asking open ended questions to learn the customers’ preferences, buying needs, and opportunities for up selling. Conducting customized educational makeup lessons for clients and maintaining and often exceeding $100 hourly sales goal.

3rd Key Counter Manager | 05/09 - 12/11 | M.A.C. Cosmetics at Macy’s | New York, NY

Co-managing and overseeing a team of more than 60 makeup associates at M.A.C.’s #1 nationwide counter. Managed productivity by measuring SPH, AUS, and IPT. Assuring the team and I met our goals quarterly. Delegated daily consultations, and counter business needs to artist and cashiers to ensure an effective work flow. Building and executing events with a sales focus. Initiated consultations learning client’s preferences and buying needs. Training associates in artistry, sales, customer service, and time management. Overseeing the product the specialist meetings, product education, face chart and coaching development. Basic and advanced makeup certified.

E-commerce

Brands: Rebdolls.com /Newark NJ, Dia&Co.com /NYC, Rue107.com/NYC - providing makeup and hair styling services for listed clothing brands for their website, social media, and campaign content.

Production Work

Success Academy “Faculty and Student interviews” 2021 – Current (Makeup & Hair)

Avenues Charter Schools “Faculty/Family/Student interviews’’ 2021- Current (Makeup & Hair)

Short Film “Boju Weyin” 2021 (Lead Makeup & hair)

Spector 2021 (Lead Makeup & Hair)

Switching Lanes “Sizzle” 2021 (Lead Makeup & Hair)

Verizon LCS 2021 (Lead Makeup & Hair)

“F”in Fabulous BET Reality TV Show 2019 (Lead Makeup & Hair)

Education

Katherine Gibbs | Associates in Fashion Design & Merchandising | New York, NY |