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# DONNA KELLY RESUME

## Summary

Multi-Media Makeup & Hair Artist with over 25 years of experience providing makeup and hair services, products, and instruction to celebrities, private clients, and students. Business areas of expertise include marketing, organization, leadership, management, and education. Artist areas of expertise include airbrush makeup, high-definition makeup, color theory and custom blending cosmetics.

## Professional Licenses

- Licensed Cosmetologist in Florida, California, Virginia and Washington, DC

## Highlights

- Trained news anchors at Channel 5 WPTV/Fox 29 to airbrush their makeup and provide continuing education.
- Worked as an instructor at Cosmix Makeup Academy for two years, training future makeup artists.
- Was on the Advisory Board of Education for Cosmix Makeup Academy in Fort Lauderdale.
- Work was mentioned in Allure Magazine in October 2009.
- Lead artist at two Miami Fashion Weeks. Designed looks for designers and led a team of 12+ artists.
- Produced and coordinated several fashion shows for Charity.

## Customer Service

- Experience working well with celebrities and a high-end clientele.
- Developed long-term relationships with customers throughout the United States.
- Top producer for Senna Cosmetics and participated in the launch of their line in Marshall Fields Department Stores in Chicago.

## Print

- Featured in several periodicals regarding my work: Palm Beach Post, Palm Beach Daily Newspaper, Estylo Magazine, Florida Women, Palm Beach Society Paper, Stuart Newspaper

## Charitable Contributions/Memberships

- Founded Beauty Heals, Inc. in March 2011 and created a board of 6 members.
- Coordinated several charity events for various causes.
- Member of Fashion Group International, Inc. 2008

## Spa and Salon Consulting

- Help start up the Spa at the Montage in Laguna Beach, California, when it first opened. I found them a cosmetic line to carry and created a brand new position in their spa.
- Consulted with a salon in Pueblo, Colorado, to help them merchandise and design their cosmetic department to be welcoming, professional, and profitable.



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## **Work Experience**

**Makeup & Hair Artist** 08/2025 - Current  
NEWSMAX BROADCASTING BOCA RATON, FL

I am the main Makeup & Hair Artist at NewsMax in their Florida location. I am responsible for the looks of Shannon Cake for *News Now*, John Bachman for *John Bachman Now* and Ed Henry for *The Briefing*. I am also responsible for any on air guests and reporters. I maintain the Makeup Room by making sure it is clean and sanitary. I keep an inventory of products and make sure we are stocked with all the appropriate items we need. I keep a daily log and look book with photos and notes of the days shows.

**Owner/Makeup Artist** 02/2010 - Current  
CLOSEUP BEAUTY, LLC PALM BEACH, FL  
(dba DONNA KELLY MAKEUP)

I own and operate a private makeup studio specializing in custom blended cosmetics from my own line, eyebrow shapings by tweezing only and airbrush makeup. Services provided also include eyelash tinting, makeup lessons, color sessions, airbrushing lessons, paramedical makeup and eyebrow tinting and lightening. Created an online store and website. Do my own marketing through the web and networking. I maintain a relationship with local news stations and news anchors to help keep their look current.

**President** 03/2011 – 03/2013  
BEAUTY HEALS, INC PALM BEACH, FL

Founded Beauty Heals, Inc. A charitable 501(3)c organization that provides beauty services, products and instruction to anyone suffering from extreme life changes that affect their daily functions. As President, created a board of 6 members; designed website, create fundraising events and ideas, recruit beauty professionals, created relations with other charities.

**Owner/Makeup Artist** 2007-2010  
DONNA KELLY BEAUTY, LLC Centennial, CO

A private makeup studio specializing in custom blended cosmetics from my own line, eyebrow shapings by tweezing only, and airbrush makeup. Services provided also include eyelash tinting, makeup lessons, airbrushing lessons, paramedical makeup, and eyebrow tinting and lightening. Also performed teeth whitening. Responsible for sales forecasting, inventory, and business planning.



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**Instructor** 06/2005 - 07/2007  
 COSMIX MAKEUP ACADEMY FORT LAUDERDALE, FL

Instructor teaching beginning and advanced airbrushing, beginning and advanced runway makeup, beginning and advanced photography makeup, mature makeup and special occasion makeup. Educated students on customer service and relations. Did outside recruiting demonstrations for the school.

**Owner/Makeup Artist** 04/2003 - 09/2007  
 ARTISTE MAKEUP STUDIO PALM BEACH, FL

Relocated to Florida created a position with Spa Essentials and quickly opened my own location. A private makeup studio specializing in custom blended cosmetics, eyebrow shapings by tweezing only and airbrush makeup. I employed two other makeup artists, one full-time hair stylist and one hair stylist on call. Maintained inventory and employee schedules.

**Owner/Makeup Artist** 11/2000 - 10/2003  
 DNA COSMETICS TARZANA, CA

A Makeup Artist for a GK Salon & Spa specializing in cosmetics, eyebrow shapings by tweezing only, facial waxing, lash and brow tinting. Carried Sebastian Cosmetics.

**Asst. Manager/Makeup Artist** 03/1995 - 09/2000  
 SENNA COSMETICS TARZANA, CA

Asst. Manager for the makeup studio that supported 4 makeup artists, two assistants, and one nail technician. Responsible for inventory, training of new employees, and scheduling. Performed makeup services and body waxing while maintaining a very large clientele. Highest performer in sales and services.

**Education and Training**

- Westmore Academy of Cosmetic Arts – Multi Media Makeup Artistry** 2000  
 Burbank, CA
- Dinair – Airbrushing** 2003
- Vidal Sassoon Academy – Cosmetology** 1994  
 Santa Monica, CA
- California State University at Northridge – Sociology** 1992  
 Northridge, CA
- San Diego State University – Sociology** 1991  
 San Diego, CA