



DONNA KELLY RESUME

Summary

Multi-Media Makeup 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, and custom blending cosmetics.

Professional Licenses

- Licensed Cosmetologist in Florida, California, 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 they 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.

**Owner/Makeup Artist**

02/2010 - Current

CLOSEUP BEAUTY, LLC
(dba DONNA KELLY MAKEUP)

PALM BEACH, FL

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.

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

Orlando, Florida

Vidal Sassoon Academy – Cosmetology

1994

Santa Monica, CA

California Sate University at Northridge – Sociology

1992

Northridge, CA

San Diego State University – Sociology

1991

San Diego, CA