

DIONNA SWINSON

Beauty educator and Events Planner

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Professional Summary

Events and Entertainment Management graduate, beauty educator, and entrepreneur experienced in cosmetic education, youth mentorship, workshop facilitation, and community engagement. Skilled in program coordination, brand communications, event planning, and strategic marketing, with a passion for empowering young women through beauty education and confidence-building. CPR certified, Excel certified and has all applicable childcare clearances.

Education

Bachelor of Science (B.S.): Events and Entertainment Management, 05/2026

Temple University - Philadelphia, PA, US

- President of Beauty Birds Makeup Organization
- 3.5 Final GPA

Minor: Entrepreneurship and Innovation Management , 05/2026

Temple University - Philadelphia, PA, US

Experience

CEO & Founder , 09/2026 - Present

Darlene Darling LLC - Philadelphia, PA

- Founded a beauty and wellness business focused on confidence, accessible beauty education, and community-centered experiences.
- Developed and coordinated interactive makeup workshops and educational beauty events, fostering creativity and self-expression
- Planned hands-on beauty demonstrations, sourced products and supplies, and coordinated event logistics to deliver engaging learning experiences.
- Led brand development, marketing, and partnerships to enhance access to beauty education and community programming.

Youth Supervisor, 06/2026 - 08/2026

Fab Youth Philly - Philadelphia, PA

- Trained and supervised teenage youth workers supporting community Play Streets programming in Kensington helping create playful, engaging neighborhood environments for children.
- Guided teenagers in responsibilities, fostering leadership, teamwork, and accountability while promoting positive interactions with children.
- Managed payroll and administrative tasks, ensuring smooth operations of youth workforce.

Cosmetic Educator, 06/2025 - 07/2026

All Mentees on Board - Philadelphia, PA

- Educated teenage girls on foundational cosmetic techniques and beauty product use, enhancing their confidence and self-expression.
- Introduced makeup skills and techniques to foster creativity and boost self-esteem among participants.
- Supported participants in developing practical beauty knowledge through engaging, age-appropriate instruction that encouraged exploration.

Social Media Intern, 08/2025 - 05/2026

Good Molecules & Ruby Kisses - Philadelphia, PA

- Developed content that increased product awareness, promoted beauty education, and ensured consistent brand messaging.
- Facilitated beauty product education, brand storytelling, and consumer engagement initiatives across social media platforms to enhance brand visibility.

Skills

- Cosmetics Education
- Program Development
- Organizational Management
- Strategic Visioning/Canva