

CATINA JOHNSON



Visionary cosmetologist and educator ready to deliver workable strategies and solutions

CONTACT INFORMATION

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AREAS OF EXPERTISE

- Use of Classroom Technology Integration
- Use of Classroom Management Techniques
- Leadership Coaching/Career Planning
- Tenacious & Persuasive Skills
- Customer Service/ Human Resources
- Use Critical/Creative Thinking Strategies
- Instructor/Consultant
- Holistic Medicine/Scalp Disorder
- Performance Assessments & Analysis
- Data Collection & Analysis
- Plait Form Stylist/Educator
- Operations Management/Administration
- Upselling/Marketing/Sales
- Certified Sisterlocks™
- Vendor & Inventory Management
- Scheduling/Process Improvement
- Meticulous Attention to Detail
- Hair Maintenance Expert
- Use Higher-Order of Thinking Strategies
- Complex Problem Solving

LEADERSHIP EXPERIENCE

- Operations Management
- Master Cosmetologist
- Business Consultant
- Owner Operator
- Certified Instructor

EDUCATION SUMMARY

National Trichology Training Institute
Stockbridge, GA

Argosy University | Bachelor of Science in
Business Administration
Atlanta, GA

Hogan Institute of Cosmetology &
Esthetician | Diploma Program, Atlanta, GA

Brown Mackie College | Associate Degree in
Business Management, 2011

PROFESSIONAL SUMMARY

Versatile and well-qualified business owner and licensed cosmetologist with 20+ years of experience and accomplishments. Offer specialization in hair augmentation, Sisterlocks™, specialized cuts, and styles. Forge strong business relationships focusing on teamwork, service level, and cost containment. Possess strong organizational and analytical skills demonstrated by successfully applying business principles in hair and scalp care management. Possess an unwavering commitment to utilizing sales techniques and strategies to build a profitable long-term client relationship that fosters customer loyalty and retention. Fluent in written and verbal presentations. *Additional skills include*

THEORETICAL & PRACTICAL EXPERIENCE

Introduction to Trichology
Professional Code of Ethics
Trichology Hypothesis and Biology
Hair Loss
Endocrine System and Hair Loss
Chronic Sickness Diseases/Disorders

Eating by Your Blood Type
Biological Terrain and the Body's Ph
Holistic Medicine/Naturopathic Medicine
Proper Client Consultation
Hair Scalp Scanning (HSS)
Scalp Disorders and Diseases

CALLA JOHNSON'S LEADERSHIP PHILOSOPHY

As a business leader, my administration and leadership vision is to create an environment where staff can work cooperatively to serve the needs of all clients and vendors through respect, trust, and understanding. The leader should strive to create a workplace and learning environment that is democratically oriented where staff can help one another, plan together, and exchange ideas. The leader is responsible for ensuring that everyone is involved in the decision-making and policy implementations of the organization. By doing this, staff feels a sense of empowerment and feel they are a significant contributor to the organization. People and organizations grow as they work together to solve problems and seek answers to questions. Finally, the leader should encourage staff participation and lead by example. When these standards and practices are part of an organization's mission, everyone has an equal opportunity to reach personal and professional goals.

CERTIFICATIONS & HONORS

- Earned certification as a Certified Sisterlocks Consultant with validation from 4/22-6/24
- Certificate of Completion for Supervised Training in Natural Hair Techniques
- Received Certificate of Training from N.T.T.I. in Intro. To Trichology Class, July 2022
- Awarded Associate Degree of Applied Business in Business Management, May 2011
- Awarded Sisterlocks™ Master Stylist of the year, July 2008
- Certification of Completion "Glamour By Hosway" Master of Makeup Artistry Program, Feb. 2020
- Received Honor as Salutatorian at Hogan Inst. of Cosmetology & Esthetic, Nov. 2016
- Earned Diploma for the completion of "Instructor Program" at Hogan Inst. of Cosmetology and Esthetics, Nov. 2016
- Earned Diploma from Atlanta Tech. for the fulfillment of Cosmetology Program, March 1996
- Received the Circle of Excellence Award from Taliah Waajid, Founder of the World Natural Hair, Health & Beauty Show

PROFESSIONAL CAREER EXPERIENCE

- **Certified to be Natural Salon**, College Park, GA Jan. 2004-Present
Title: Natural Hair Care Specialist/CEO
- **Taliah Waajid Natural Hair Care Center**, Atlanta, GA March 2004-Present
Title: Hair Care Specialist/Educator/Platform Stylist
- **Dr. JoAnne Cornwell**, Atlanta, GA Jan. 2007-Present
Title: Consultant of Sisterlocks™ Styling