

VADEE CHHUN

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CREATIVE DIRECTOR | MAKEUP ARTIST | EDUCATION EXECUTIVE

Expertise in Makeup Artistry and Education with 18 years of experience. Proven success in delivering results in the Luxury Makeup, Skincare and Fragrance industry. Adept at creation, implementation, and management of educational materials for the retail, wholesale, and corporate teams. Skilled communicator who is passionate about skill building tailored to increase revenue growth and deliver corporate objectives.

PROFESSIONAL EXPERIENCE

MAKEUPBY VADEE — *Creative Director*

1/2021 – Present

- Create editorials for beauty, fashion and lifestyle campaigns that span print, digital and video
- Produce behind-the-scenes content for social media and other marketing channels to amplify cross-marketing and inspire and educate creatives
- Build and lead teams of creative professionals including photographers, models, fashion stylists, hair stylists and brand owners

CHANEL, USA — *National Makeup Artist & Education Executive*

09/2018 – 10/2020

- Evaluate and implement educational and training programs for all level employees
- Deliver and develop training materials to support core training priorities with-in the store environment (client experience evaluation, product knowledge, etc.)
- Strategized monthly action plans to achieve and increase sales
- Led sales team development and sales growth by identifying and addressing education needs
- Represented CHANEL nationwide and globally at high-level speaking engagements, trend shows, master classes, artistry education seminars and contests
- Ensure full product knowledge, selling ceremony adaptation, and clientele building skillset
- Led training for teams of artists on CHANEL's latest makeup concepts and trends
- Planned, create, and executed innovative in-store and special events to drive traffic and sales

Dior Parfums, USA/Canada — *National Makeup Artist*

02/2017 – 06/2018

- Partnered with Regional Manager & AE to strategize optimization of client satisfaction & sales growth
- Represented Dior Parfums on the road as lead National Makeup Artist for mega-events
- Led client relationship management to capture recurring revenue
- Educated clients and trained counter teams on new techniques, trends, and products
- Supported sales teams during mega-events, PAs and trend shows nationwide and internationally.
- Travel internationally as a Brand Ambassador representing the USA Team in a worldwide competition.

Trish McEvoy, OC/SD/Canada/Europe — Regional Makeup Artist **01/2013 – 02/2016**

- Partnered with sales teams & beauty stylists on promotional campaigns for ongoing educational needs
- Represented brand nationwide and globally, supporting Trish McEvoy herself on the road at personal appearance masterclasses.
- Educated and coached counter teams on artistry, sales, and product features
- Strategize with Regional Director & Account Executive on ideas/plans to achieve daily, weekly, monthly goal
- Focused on building client relationships by replenishment, phone, text, and emails

NARS, OC/LA West Coast — Regional Makeup Artist **06/2007-01/2013**

- Provide enthusiastic sales support during Megas, P.A.'s, and Trend shows
- Assist and partner with lead artist to ensure client satisfaction while maximizing sales
- Establish and maintain relationships with clients to build recurring business
- Educate clients and counter team on new techniques, trends and products
- Travel to different territories to support lead stylist for Mega Event.
- Assisted backstage at high-profile fashion shows in LA. (Hollyrod Foundation, Rubin Singer, Marchesa, Naeem Khan)

TECHNICAL SKILLS

- Proficient in MAC and PC Computers
- Strong knowledge in Microsoft Programs (Excel, Word, Power Point)
- Knowledgeable with all Social Media platforms; Facebook, Instagram, Tik Tok
- Fluent in English and Khmer

ADDITIONAL INFORMATION

Collaborate with Head of Education & Artistry, to create training content, contest, and artistry workshop at the Chanel Makeup Spécialiste Seminar Program

Participated with Dior at the International Makeup Competition in Paris, representing the USA Team of Diorshow National Makeup Artist with guidance from the Creative and Image Director, Peter Philips

Assisted Global Artistry Director, Uzo during Fashion Week and Charity Fundraisers in LA/NYC