

MORGAN GONZALES

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OBJECTIVE

To obtain a position as hair and makeup artist for production within Northern California.

EXPERIENCE

ESTHETICIAN/MAKEUP ARTIST, MM BEAUTY
SACRAMENTO, CA
July 2016 - Present

- Own and operate skin care business to include that performs advance skin care treatments, permanent makeup and makeup applications.
- Grew client base from the ground up with promotions, marketing efforts, networking with like businesses, client events and social media campaigns
- Maintain Inventory, scheduling, client relations, community outreach and manage a small team

ACCOUNT EXECUTIVE/TRAINER, YOUNGBLOOD MINERAL COSMETICS
SACRAMENTO, CA
2015 - 2016

- Trained accounts and potential accounts on product knowledge as well as artistry techniques
- Assisted accounts in the creation and execution of monthly and seasonal events to promote their business and succeed sales goals
- Established sales goals with current accounts to achieve maximum profit sales on a monthly basis
- Conducted business-to-business selling in territory with research, prospecting and meetings to potential accounts
- Trainer of the Year 2016

ACCOUNT EXECUTIVE/TRAINER, PEVONIA INTERNATIONAL
SACRAMENTO, CA
2013 - 2015

- Trained licensed professionals and sales associates on product knowledge and treatment protocols utilizing Pevonia protocols
- Established sales goals with accounts to achieve maximum profit sales on a monthly basis
- Conducted business-to-business selling in territory with research, prospecting and meetings to potential accounts
- Created training events, open houses and special events with current accounts to drive sales

EDUCATION

SAN DIEGO STATE UNIVERSITY, SAN DIEGO, CA
BACHELOR OF ARTS IN COMMUNICATION

PAUL MITCHELL THE SCHOOL, SKIN ACADEMY COSTA MESA, CA
LICENSED ESTHETICIAN

FEDERICO, COSMETOLOGY SACRAMENTO, CA
LICENSED COSMETOLOGIST