



Michael ANDERSON

MAKEUP ARTIST

Dynamic Fashion Makeup Artist with extensive experience in commercial advertising and promotional campaigns. Recognized for the ability to create captivating visuals that resonate with target audiences and elevate brand messaging. Proficient in collaborating with creative teams to conceptualize and execute makeup looks that align with marketing strategies. Expertise in utilizing a variety of makeup products and techniques to achieve desired effects, ensuring the longevity of applications under various lighting conditions.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Commercial makeup application
- Brand collaboration
- Project management
- Social media promotion
- Networking
- Trend analysis

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF ARTS IN FASHION
MARKETING, UNIVERSITY OF
CALIFORNIA**

ACHIEVEMENTS

- Successfully increased client base by 40% through effective marketing strategies.
- Featured in advertising industry publications for innovative makeup concepts.
- Received client commendation for exceptional creativity and professionalism.

WORK EXPERIENCE

MAKEUP ARTIST

Ad Agency Creative Minds

2020 - 2025

- Collaborated with creative teams to develop makeup concepts for advertising campaigns.
- Executed makeup applications for models in high-profile photo shoots.
- Maintained a professional demeanor while working under tight deadlines.
- Provided on-set touch-ups to ensure makeup longevity throughout shoots.
- Utilized social media to promote completed projects, enhancing agency visibility.
- Trained new artists on branding guidelines and product usage.

FREELANCE MAKEUP ARTIST

Self-Employed

2015 - 2020

- Developed a diverse portfolio showcasing makeup for various commercial projects.
- Networked with industry professionals to secure new contracts and collaborations.
- Managed all aspects of the business, from client acquisition to invoicing.
- Adapted makeup styles to fit diverse brand identities and target audiences.
- Maintained an organized workspace to promote efficiency and creativity.
- Participated in industry events to stay current with trends and techniques.