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EXPERTISE SKILLS

- freelance styling
- digital marketing
- trend analysis
- client education
- portfolio development
- event styling

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Certificate in Advanced Hair Techniques, Creative Hair Academy, 2018

REFERENCES

John Smith

Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

FREELANCE HAIR STYLIST

Innovative Senior Hair Stylist with a passion for creating unique, trend-setting hairstyles that reflect the individuality of each client. Extensive experience in both salon and freelance capacities, demonstrating versatility in styling for diverse occasions, including fashion shows and editorial shoots. Strong proficiency in digital marketing strategies to promote personal brand and salon services effectively.

PROFESSIONAL EXPERIENCE

Self-Employed

Mar 2018 - Present

Freelance Hair Stylist

- Provided on-location hair services for weddings, photoshoots, and special events, enhancing client satisfaction.
- Developed a portfolio showcasing diverse styles and techniques, attracting a wide client base.
- Created engaging social media content to promote services and connect with potential clients.
- Collaborated with photographers and makeup artists to deliver cohesive looks for fashion shoots.
- Maintained a flexible schedule to accommodate client needs and availability.
- Utilized high-quality products to ensure longevity and satisfaction with styles.

Style House

Dec 2015 - Jan 2018

Senior Stylist

- Delivered cutting-edge hair services in a high-volume salon environment, managing multiple clients daily.
- Conducted trend analysis to stay ahead of industry shifts and client preferences.
- Implemented upselling techniques that increased product sales by 25%.
- Organized and led workshops for clients on hair care and styling techniques.
- Contributed to salon marketing initiatives, resulting in increased brand awareness and client acquisition.
- Ensured compliance with health and safety standards in all salon operations.

ACHIEVEMENTS

- Featured in 'Top 10 Stylists to Watch' by Fashion Forward Magazine.
- Achieved a 90% referral rate from satisfied clients over the last two years.
- Successfully coordinated hair services for over 50 weddings, receiving outstanding client feedback.