



# Madeline Smith

Licensed cosmetologist equipped with over a decade of experience, an expertise in color, and a sharp grasp on social media's role in salon marketing. Experienced leader and manager with a history of sales growth and complaint resolution.

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## Professional Experience

### Stylist/Assistant Manager

Allure Salon and Spa | August 2016 – Present

- Supervise 12 other stylists and give feedback on cuts, styling, color treatments, and customer service.
- Resolve customer complaints with a 70% success rate via phone, in-person, and using social media channels, such as Facebook and Yelp.
- Track employee hours and submit payroll.
- Educate clients on spa and hair products and grew sales by 10% in the first three months.
- Complete inventory using Zenoti software.

### Colorist

Toni & Guy, Los Angeles, CA | April 2013 – July 2016

- Provided state-of-the-art coloring services for all clients with all different hair types.
- Created a welcoming environment and encouraged individual requests.
- Attended frequent training regarding trends and innovations in color treatment.
- Served as lead colorist for six months while an individual was out on medical leave.
- Held personal consults regarding color correction.

### Hair Stylist

Hollywood Hair Studio, Beverly Hills, CA | June 2010 – April 2013

- Provided a complete range of hair care services for women and men and balanced 2-5 clients per hour.
- Greeted client's, signed them in, and booked appointments via phone calls.
- Sanitized equipment and work stations in accordance with local and state health code.
- Performed facials and unsold aftercare products.

## Education

IM Education Cosmetology  
Aveda Arts & Science Institute,  
Los Angeles, CA  
September 2010 – October 2011

MUD Makeup Certification  
Aveda Institute, Los Angeles, CA  
March 2017

## Key Skills

- Time Management
- Customer Service
- Social Media
- Styling Services
- Beauty Consultations
- Salesmanship