

# JOY BALLARD

Conscientious esthetician with 1+ years' experience performing skincare and hair removal treatments in a luxury spa. Detailed knowledge of skin types and conditions with a talent for creating effective treatment plans in response to clients' key information. Strong sales ability with a proven track record for upselling complementary merchandise.

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## PROFESSIONAL EXPERIENCE

### ESTHETICIAN

The Woodhouse Day Spa, Dallas, TX  
February 2020 - Present

- Prepare skin for hair removal and use threading and hot wax techniques to create a smooth result, receiving 98% positive feedback in the last year
- Perform initial consultations with clients and listen carefully to their problems and aspirations, using skin analysis to create an appropriate treatment plan
- Apply cleansing and moisturizing facial treatments and recommend complementary take-home products from the salon's range, achieving a 67% upselling rate in 2021
- Build and maintain warm, supportive relationships with clients to secure an 85% retention rate

### RETAIL ASSOCIATE

Sephora, Dallas, TX  
September 2019 - February 2020

- Sought continuing education to ensure up-to-date product knowledge and communicated key selling points to customers
- Managed time effectively to consistently exceed 55%+ of personal productivity and sales targets
- Worked collaboratively with a team of seven colleagues to promote the store's seasonal offers, generating \$4k of additional revenue over the Christmas period
- Kept the store environment clean and tidy and performed the routine sanitization of surfaces and display areas

## EDUCATION

High School Diploma  
Sunset High School, Dallas, TX  
June 2019

## KEY SKILLS

- Hair removal
- Rapport-building and client relationships
- Collaborative and independent working
- Sales
- Facials
- Skin analysis

## CERTIFICATIONS

- Texas Esthetician License, January 2020