

## Contact

[www.linkedin.com/in/fibiee-liew](https://www.linkedin.com/in/fibiee-liew)  
(LinkedIn)

## Top Skills

Makeup Artistry  
Creative Arts  
Cosmetics

## Languages

English (Professional Working)  
Chinese (Professional Working)  
Malay (Limited Working)  
Cantonese (Limited Working)  
Hakka (Native or Bilingual)

# Fibiee Liew

Regional Trainer (Southeast Asia & India) at FOREO  
Kuala Lumpur

## Summary

I am highly proficient in corporate beauty training, brand customer and retail experience, makeup artistry, skin knowledge and basic medical aesthetic knowledge. I have vast experiences of 11 years in professional beauty experiences in this specific field.

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## Experience

### FOREO

Regional Trainer (Southeast Asia & India)  
March 2019 - September 2020 (1 year 7 months)

### Benefit Cosmetics

Brand Trainer  
January 2018 - February 2019 (1 year 2 months)

### KOSÉ Corporation

Beauty Trainer  
June 2016 - August 2017 (1 year 3 months)

- Conduct training for product knowledge, technique and also selling skills to all the beauty advisors
- Conduct and facilitate in workshop and also consumer events
- Design an instructional design to conduct the training based on local market
- Conduct coaching on field such as counter coaching on product knowledge and also make sure beauty advisor is implementing what have taught in classroom
- Evaluate beauty advisor's performance and career development
- Conduct NEW beauty advisor training to equip beauty advisor with all the product knowledge and selling skills
- Assist training manager in preparing the training text and also materials
- Support roadshow events and also other related activities
- Magazine photoshoot makeup support and also other related shoots

The Estée Lauder Companies Inc.

## Beauty Consultant

January 2015 - December 2016 (2 years)

- Provide customer service to clients and customers by providing skin care and makeup advice, and also retaining repeat clientele
- Achieve counter target sales by measuring the sales in units and total sales
- Keeping up with all the latest product knowledge and skin care knowledge to provide advice to customers
- Selling techniques in skin care and makeup products to achieve counter's sales
- Recommend the ideal products for customers based on their preference and also products which is suitable for the customers
- Provide skin care service and also makeup service for customers
- Assist counter manager in stock take
- Take responsibility of counter cleanliness
- Replenish stock and also assist in product stock arrangement in counter

## CHANEL

### Beauty Advisor

October 2014 - December 2016 (2 years 3 months)

- Provide customer service to clients and customers by providing skin care and makeup advice, and also retaining repeat clientele
- Achieve counter target sales by measuring the sales in units and total sales
- Keeping up with all the latest product knowledge and skin care knowledge to provide advice to customers
- Selling techniques in skin care and makeup products to achieve counter's sales
- Recommend the ideal products for customers based on their preference and also products which is suitable for the customers
- Provide skin care service and also makeup service for customers
- Assist counter manager in stock take
- Take responsibility of counter cleanliness
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## FL.Makeup

### Founding Artist & Lead Face Artist/Trainer

2010 - 2016 (6 years)

- A makeup beauty platform that founded by Fibiee Liew herself with a group of 10 makeup artist working based on projects to provide customise designed makeup services for all the clientele

- Conduct training to educate aspiring makeup artist by educating them with makeup knowledge, techniques and skills.
- Exposed to weddings, stage productions, fashion show, print ads, commercial shooting, beauty pageants, wedding, events, photo shoots and etc.
- Work was also appeared in various online and offline platform such as social media platform, prints ads, magazines cover and etc.
- Worked with local personalities and international personalities, celebrities and beauty queen
- Collaboration with established brands and involvement of sponsorships
- Attended media launches and social events as a makeup expert
- Delivered and creating content such as beauty knowledge, product reviews and lifestyle tips
- Educating beauty and makeup knowledge, personal grooming and overall image styling to all her clients
- High ability to design a makeup to suits the client's features and able to identify the needs of the client
- Clientete base include stablished brands like Maybank, Popular, Hotlink, MaGIC
- Lead a group 10 highly skilled makeup artist to run and coordinate a fashion show "Face of Malaysia 2016"

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## Education

University of Hertfordshire, United Kingdom

Bachelor's Degree, Double Major Degree in Marketing & Event Management  
(School of Business) · (2014 - 2016)

INTI International University & Colleges

Diploma, Business Administration · (2010 - 2013)

Inspiration by William Yap

Advanced Makeup & Hair Bridal Image Styling · (2016 - 2016)

MALSWISSE SCHOOL OF BEAUTY AND WELLNESS

Advanced Professional Makeup Course · (2012 - 2012)

Cosmoprof Academy (Singapore)

Advanced Make-up Techniques · (2018 - 2018)