

ALIONA VESCA

Beauty Stylist/ Beauty Salon Manager



SUMMARY

Accomplished Beauty Specialist offering over 10 years of experience driving revenue through building and maintaining client relationships. Creative and dynamic marketer with proven expertise in consistent team management, client communication and continuous training to ensure sustainable revenue growth. Leverages exemplary communication and in-person meetings to establish presence and build a positive brand while fostering continuous client engagement. Adept at working effectively to achieve goals both as a cross-functional team member and individual contributor.

CORE COMPETENCIES

- B2C Strategies
- Revenue Enhancement
- Solution Selling
- Operational Excellence
- Relationship Building
- Communication
- Resource Allocation
- Team Management
- Emotional Intelligence
- Time Management
- Customer & Staff Relations
- Self Education
- Research & Analysis
- Project Management
- Process Improvements

📍 Dublin, Ireland

☎ +37369620595

✉ vescaaliona@gmail.com

COMMUNITY INVOLVEMENT

- **Organizations** – Board Member at the Dante Alighieri Parents Association
- **Volunteer** – The Meal of Joy (Easter Campaign of fundraising)

ACTIVITIES

- **Annual Mission** – Volunteered to make improvements to local school

TECHNOLOGICAL PROFICIENCIES

- Microsoft Office
- Social Media Management
- Skype, Viber
- Google Chrome/Firefox
- Adobe Reader

PROFESSIONAL EXPERIENCE

2017 - 2018 Beauty Stylist

Freelancer

With a rich portfolio with over 10 years of experience in the beauty industry, engaged in freelancing through providing quality services in skin care, beauty styling and body care. Within this experience, I gained skills in:

- Administered client database and communications.
- Marketing and advertising through Social Media
- Commercial offer design and client strategy elaboration.
- Logistical and administrative cost management.

(2005 -2008) - Manager

(2015 -2016) Beauty Salon J'ADORE

Generated business opportunities by developing relationships with new and existing clients through individualized company management. Managed a team comprised of 7 people, located in the capital city. Forecasted and reviewed existing client contracts and created attractive beauty service offers for each target clients.

- Monitored monthly, quarterly and annual financials in an effort to control company costs.
- Developed continuous training programs for the team.
- Represented the company at regional conferences and beauty shows.
- Contract Administrator

1998 - 2008

Earlier Experience

Public Kindergarten

Plastic Arts Specialist

- Based on the initial training in pedagogy, served as a plastic arts specialist in Chisinau - the capital city. Very dedicated to teaching and arts for education.
- Taught classes for over 30 attendees, Accumulated all data and experience related to teaching methodology, psychology and formal education process.

LANGUAGES

Russian - Advanced

Romanian -Native

English - Beginner

EDUCATION

1994 - 1998 Bachelors of Arts
State University „Ion Creanga”
Education on Plastic Arts and Psychology

1988 - 1992 Pedagogical Studies
Pedagogy School „Vasile Lupu”
Pedagogical formation

CERTIFICATES

- Bella Dona Certificate - Micropigmentation and application of semi-permanent makeup (29.04.2018)
- Qualification Certificate - Permanent eyebrow makeup:techniques - Training Course Certificate (29.05.2018)
- Qualification Certificate - Classical derma-cosmetology treatment methods and skin care (27.08.2-18)

COURSES

- Epilation Course (Holiday Salon - Sugar Pasta, 26.03.18)
- Shellac Pedicure Course (Caty Studio 03.08.18)
- Advanced training course in Gell flowers (Macovei Maria, 30.03.18)
- Nail Art Design Training Course Mix Petals (Veronica Bostan, 18.03.2018)
- Express Course - Acrygel (Macovei Maria 03.04.2018)
- Cosmetology, Esthetics and Make-up (Image Studio Personna, 31.01.2017)
- Perfect Henna Eyebrows Course (Sarev Olesea - 01.10.2016)
- Express Course Professional Eyebrow styling (Cristina Borta 20.09.2016)
- Body Design Bio Tattoo Course (24.04.2015)
- Combined manicure course (Nail Room Studio 28.03.2015)
- Nail Art Design (Maria Mcaovei 26.11.2015)