

## DANIEL T. GUADALUPE

2235 Saint Thomas way, Suwanee GA 30024

Phone/ Text: 678-778-8081 Email: Danieltguadalupe@gmail.com

### SUMMARY

---

Seeking a full-time management position in a busy cosmetics retail environment that values its employees with integrity, dependability and provides the ability to foster my growth. There are various aspects that set me apart from the large population of other artists such as:

- Motivated professional who always seeks opportunistic/creative ways to drive business, sales results along with the utilization of my skills.
- I have the understanding that sales is about maintaining strong relationships and the ability to provide a client experience.
- Ability to “think outside the box” and truly target my client’s needs, personality, event and specific taste.
- My advanced knowledge of various aspects of skin, nail, hair analysis and fragrance providing a diverse client experience.
- Strongly analyze and research products for vendor I represent to ensure full knowledge and expertise to drive sales targets and serve as a personal consultant to each and every customer.
- Maintain personal client base that follows me to each and every position I obtain.

### QUALIFICATIONS

---

Enthusiastic and artistic professional with over 10+ years of consecutive experience within the retail sales and makeup industry. I contain skills to drive business growth, increase clientele, accommodate customer’s needs and wants by offering substantial customer service and product knowledge, as well as manage daily business operations.

- Retail experience includes, visual merchandising, commission based selling, daily up-keep, meeting daily goals, and of course helping customers find the right product the first time around.
- Advanced knowledge of skin, nail & hair analysis and fragrances.
- Makeup artistry achievements include various independent and corporate based projects working for major events such as weddings, photo shoots, runway shows, headshots, and editorial print work.
- Nationally certified in the field of Marketing Through MarkED Inc.
- Highly self-motivated seller and overall love and passion for my trade.

### CREATIVE ARTIST CAREER PROGRESSION

---

#### CHANEL BUSINESS MANAGER (Bloomingdale’s) – Atlanta, GA. March 2019- Present

- Serve as the Chanel Business Manager for Beauty/Skincare & Fragrance.
- Provide CHANEL superior customer service
- Extend exceptional client care through consultations
- Achieve sales goals and proactive sales through initiatives
- Increase customer base and build business for the future

#### DIOR Beauty Dillard’s - Buford, GA

##### Makeup Artist / Sales & Product Specialist (June 2015 - Present)

Makeup Artist and Skincare Selling Specialist for Dior, prior to being placed at Dillard’s North Point. In the course of my employment I have worked to increase our beauty/skincare and fragrance business by 53%+ LY YTD. I have also worked to

- Establishing new clientele as well as maintaining existing clients
- Hosting new weekly events for the Dior counter, as well as planning Dillard’s Cosmetics trend show for the entire cosmetics department (including est. individual counter goals).
- Succeeded at daily and monthly sale goals
- Exceeded opening customer credit accounts

#### Saks Fifth Avenue (Dior Beauty) March 2013- (June 2015)

The top Dior door and Flagship for Atlanta. I served as featured artist at this location until relocating for a different position with Dior.

#### Bloomingdales (MAC) - Atlanta, GA

##### Makeup Artist / Sales & Product Specialist

Played a key role in enhancing the image of the Company as a service and consulting store. Learned and trained the product line of the vendor I represented and took pride in making customers look great and feel wonderful while developing a clientele of my own fostering repeat business.

- Established and maintained relationships and loyalty with the customers through personal interaction.
- Performed daily makeup applications
- Performed the task of “MAC Product Specialist” which included planning MAC retail events and assist with in store product training
- Exceeded sales and new account goals.

#### Nordstrom (MAC) – Atlanta, GA

##### Beauty Advisor & Sales Associate

Under direction from the Cosmetics Selling Manager, I was responsible for providing outstanding customer service, building individual and vendor line sales volumes, establishing and maintaining customer relationships and work effectively with other team members.

- Established Reliable Customer relations (Clientele) and assisted client’s beauty and skincare needs, while providing superior service.
- Periodically attend vendor training seminars and preserve the highest level of product knowledge.
- Met required goal for new customer credit accounts, maintained appearance of counter schematics and met sales goals requirements and kept up with monthly revenue calendar.

### EDUCATION

---

#### Fashion Institute of Design & Merchandising – Los Angeles, CA

Majored in Apparel Manufacturing & Management (2006 – 2007)

#### Flowery Branch High School – Buford, GA

Graduated with a Dual-Seal Diploma. Majored in Marketing (2002 – 2006)