

# Gregory Lawrence

## **National Makeup Artist/Trainer - Estee Lauder**

Brooklyn, NY 11221

[gregorylawrence75\\_uc3@indeedemail.com](mailto:gregorylawrence75_uc3@indeedemail.com)

9292559878

Willing to relocate: Anywhere

Authorized to work in the US for any employer

## Work Experience

---

### **National Makeup Artist/Trainer**

Estee Lauder - New York, NY

April 2016 to September 2018

- Identify, assess and develop artist talent to maximize special events in North America
- Curate authentic social media content and other assets to be leveraged by brand to build relationships globally
- Host trainings for: product launches, artistry techniques and brand objectives in the U.S. and Canada
- Provide makeup support for brand models, closed sets and specialized partnerships
- Foster, build and maintain retailer relationships while growing brand presence and sales

### **Regional Makeup Artist (Freelance)**

Chanel, Dior, Tom Ford Cosmetics - Charlotte, NC

September 2014 to April 2016

- Created unmatched customer experiences with various skincare and makeup techniques
- Nurtured and built relationships between customer and brand
- Used makeup, skincare and fragrances as tools to achieve or exceed sales goals
- Accessed various retailer environments and adjusted selling skills to maximize profit
- Enhanced relationship between retailer and brand by providing exceptional service and adapting to feedback

### **Cosmetics Beauty Advisor**

Estee Lauder, Belk - Monroe, NC

July 2013 to September 2014

- Provided a high level of customer service to support Customer Satisfaction Surveys
- Worked with store management to optimize business
- Built customer clientele base

### **Operations Manager**

ULTA Beauty, Fragrance & Cosmetics - Charlotte, NC

June 2012 to January 2013

- Established clear goals and objectives to focus the team on achieving superior sales results
- Provided coaching, training, and feedback to improve associate's performance on a daily basis
- Demonstrated knowledge and passion for company's wide variety of beauty items and services

- Recommended and applied prestige skincare and cosmetic products

### **Assistant Customer Service Manager**

Harris Teeter - Charlotte, NC

September 2008 to June 2012

Responsible for selecting, interviewing and conducting hiring process for front end associates.

- Accountable for staying within budget for front end department-to include: Scheduling over 100 associates weekly, ordering supplies and ensuring accounting office has minimal overages and/or shortages.
- Conducted Loss Prevention audits to ensure all monies were handled securely and carefully.

### **Manager**

Wachovia Bank - Charlotte, NC

May 2005 to July 2007

- Balanced and maintained records of millions of dollars in vault transactions and other vault duties assigned.
- Designed personal performance measure charts to motivate colleagues to meet weekly/monthly sales goals.
- Set financial objectives for a diverse group of clientele. Prepared short informative presentations that provided the client with more than one option for future banking needs.

## Education

---

### **Business Administration**

University Of North Carolina at Charlotte - Charlotte, NC

January 2008 to December 2008

### **Marketing**

University Of North Carolina at Pembroke - Pembroke, NC

August 2004 to May 2007

## Skills

---

DATA ENTRY, TRAINING (Less than 1 year), EXCEL, MICROSOFT OFFICE, OUTLOOK, Customer Service Skills, Microsoft Word, Sales

## Assessments

---

### **Customer Service Skills — Proficient**

September 2018

Measures a candidate's skill in evaluating approaches to customer service & satisfaction.

Full results: [https://share.indeedassessments.com/share\\_assignment/ixpl1xtmkqkypjgx](https://share.indeedassessments.com/share_assignment/ixpl1xtmkqkypjgx)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.

## Additional Information

---

### Skills

Leadership: Management and counseling training in diverse environment. Responsible for personal growth of subordinates.

Software/Applications: Microsoft Office (word, excel, access, outlook), Lotus Notes, Argos, Emerald and Pegasus data entry systems.