

STEPHANIE REED

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WORK EXPERIENCE

Reed Hairstyling Inc., Chicago, IL (July 2016 - Present)

Owner

Provide exceptional customer service as a small business owner and independent hair stylist for 8+ years specializing in color, cutting, styling, and makeup services.

- Responsible for overall success and daily operations of the business including financials, retail management, and marketing
- Interface and consult effectively with a diverse client base; identify ways to improve the customer experience
- Integrate new business and client management software to enable easy appointment-making; automate alerts via email and text
- Send regular client communications including promotions, product announcements and referral program
- Maintain and grow online presence through social media updates, photography, website updates, and advertising

The Colour Room, Chicago, IL (July 2014 - February 2016)

Hair Stylist

Freelance stylist and chair renter providing color, cutting, styling, and makeup services.

- Coordinate client appointment-booking via email, text, phone calls
- Manage personal color and retail inventory; place and receive all orders
- Handle all social media, personal website, "Style Seat" profile, and advertising
- Offer color, cutting, styling, and makeup services.

Exsalonce Salon, Chicago, IL (December 2013- July 2014)

Salon Manager

Responsible for leading salon operations ensuring business is profitable and running smoothly at all times.

- Responsible for monthly budget and sales reports
- Act as front desk coordinator - book appointments, greet customers, open and close salon, and resolve any customer complaints
- Manage salon inventory via weekly reporting; place supplies and merchandise orders
- Lead staff meetings and quarterly one-on-one meetings with employees
- Meet with and build relationships with sales and product reps
- Lead salon's digital presence including editing and updating the website, social media accounts, coordinate monthly newsletter, and advertising

Siren Salon, Chicago, IL (September 2005 - January 2012, October 2012 - December 2013)

Assistant Manager and Stylist

Assist salon manager with overall salon operations and organization while also building personal clientele.

- Manage salon inventory via weekly reporting; place supplies and merchandise orders
- Act as front desk coordinator - book appointments, greet customers, open and close salon, and resolve any customer complaints
- Play an integral role in the salons social media presence and assist with PR campaigns
- In charge of salon website edits and updates
- Manage personal clientele of cut, color, and styling clients
- Train and onboard new team members

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Ecco Salon, Madison, WI (January 2012 - April 2012)

Receptionist

Act as the first point of contact to salon guests while answering phones and managing appointments.

- Greet and direct customers
- Maintain salon cleanliness and organization
- Schedule appointments
- Responsible for opening and closing the salon

Trade Secret Salon, Madison, WI (August 2001 - September 2005)

Assistant Manager

Act as the first point of contact to salon guests while answering phones and managing appointments.

- Greet and direct customers
- Train and onboard new employees
- Interface with various vendors to receive salon orders
- Schedule appointments

SKILLS

Customer Service
Adobe Creative Suite
Microsoft Office
Quickbooks
Graphic Design
Branding
Social Media

EDUCATION AND TRAINING

Kevin Murphy SuperNatural Conference & Training, Las Vegas, NV (November 2016)

Three days of classes and lectures

Bumble & Bumble University, New York, NY (November 2008)

Two Day Workshop

The Aveda Institute, Chicago, IL (August 2005)

Cosmetology Program

Columbia College Chicago, Chicago, IL (September 2003 - May 2004)

Photography and Interior Design Courses

INTERESTS AND HOBBIES

- Art - Photography and Graphic Design
 - Evanston Art Fairs - Participant and Vendor
 - Oakbrook Artisan Market 2022 - Participant, Vendor and Branding for the event
 - Commissioned Graphic Dog Portraits
 - Etsy Shop Owner (Since 2020)
- Baking Custom Cakes
- Dog Mom and Animal Lover