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# ERIKA MARTINEZ

SCHERTZ TEXAS 78108

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## OBJECTIVE

To work alongside other professional and creative individuals with a shared passion in the beauty, production and entertainment industry. To grow in vision and to increase creativity.

## EXPERIENCE

*OWNER/MAKEUP ARTIST, HONOR & CO. ARTISTRY LLC, SAN ANTONIO, TX*

## PHOTOSHOOTS

Boeing Port Tech San Antonio, Alamo City College, P.F.Chang's Restaurant New Braunfels, Wholefoods Distribution, Jefferson Bank, Sonterra Dental, Credit Human Bank, Comanche Trace (2022/2023) Rusnak Automobiles photoshoot (2012) Pasadena, California.

## SPECIAL EVENTS

Singer, Jennifer Pena-Cowboys Dancehall Concert/ documentary shoot-December 2023

Premier San Antonio Hair Show Main Stage-October 2023

Mayberry Man Series Premier Event- October 2023

Superhero Comic Con Convention- Key Makeup Artist for celebrity green room

Male Grooming for actors: Kit Harrington (Game of Thrones), Andrew Garfield (Spiderman

No Way Home) and Chuckwudi Iwuji (Guardians of the Galaxy 3) July 2023

Organized, coordinated team and provided makeup and beauty services for the Oscars Gifting Suites (February 2013-2015)

Assisted and provided makeup services at Long Beach Grand Prix for Tecate event models (3-day event, Spring 2012)

Makeup Team for Pepsi / Brisk Día De Los Muertos event (2012)

## COMMERCIALS

One Blade, Massage Heights,, Zonli Mattress, Bank of San Antonio, CASA-Child Advocates of San Antonio-2024

Denago Commercial, Neckog Industries Commercial

San Antonio Spurs TV Commercial, South Texas Blood & Tissue Bank commercial -2023

God's Dogs Commercial-male grooming on actor John O' Hurley, Cordillera Ranch

Doumentary/Commercial, Natural Bridge Caverns commercial, American Payroll

Accounting commercial,-2022 ,YOLO Texas segment for Boil & Brew episode-November 2018 & November 2022

Luxury Method Staffing Services  
Freelance MUA/Sales & Education Coordinator, San Antonio, Texas

Provide makeup artistry and sales support for Anastasia Beverly Hills (Nov. 2018-December 2022) in Sephora and Ulta. Provide makeup artistry and sales support for CHANEL (April 2023-Present) in Nordstrom and Dillards. Provide skincare education, training and sales support for SK-II (Nov. 2021-May 2023) in Sephora.

*ESTEE LAUDER, FREELANCE MUA SAN ANTONIO MARCH 2020-PRESENT*

Provide makeup artistry and sales support for Westman Atelier, Tom Ford, Bobbi Brown and MAC Cosmetics in Nordstrom and Neiman Marcus.

*MELALEUCA WELLNESS COMPANY*

*MARKETING EXECUTIVE, DIRECTOR 6, SAN ANTONIO, TEXAS*

*FEBRUARY 2020 TO PRESENT*

Built a personal clientele of over 100 customers to assist online through an e-commerce personal shopping of non-toxic home, beauty, nutrition, wellness, and beauty products monthly. Maintained a re-order, customer retention rate of 96% monthly. Educate and assist my customers on the importance of non-toxic living, European standards of beauty, nutrition coaching and customer membership benefits daily via social media and monthly via one-on-one communication. Featured in the company's magazine highlighting Pro Makeup Artist's who use non-toxic makeup.

*CLAUDIO RIAZ, FREELANCE MUA, BEVERLY HILLS, CA*

*NOVEMBER 2012-JUNE 2013*

Provide makeup artistry, sales support, event coordinating and inventory for Claudio Riaz in Barney's New York.

*MAC COSMETICS, THIRD KEY MANAGER/MUA, BREA, CALIFORNIA*

*NOVEMBER 2005 - JUNE 2008*

Responsible for meeting daily and monthly sales goal. Managed staff of 35+ employees for a \$5 million in sales revenue store. Assisted management team in enforcing company policy and procedures. Provided on the job training to team on sales floor. Demonstrate excellent customer service and makeup artistry. MAC Certified Makeup Artist

## EDUCATION

Ruben. S. Ayala, H.S. Diploma 2005 National Honor's Society Member

## AWARDS

Maiden Leadership Rank with Senegence International (cosmetic company)

Fashion Design Vocational Certificate

Interior Design Vocational Certificate

Melaleuca Half Century Club Award for 3 consecutive years (2020-2022)

Melaleuca Financial Freedom Award (2022)

## REFERENCES

AVAILABLE UPON REQUEST