

PROFILE

Results-driven Beauty Advisor and Professional Makeup Artist with 8+ years of experience delivering luxury beauty consultations, makeup artistry services, and personalized skincare recommendations. Proven ability to exceed sales goals through relationship-based selling, product expertise, and exceptional customer service. Experienced in prestige beauty retail environments and skilled at creating elevated client experiences that drive customer loyalty, repeat business, and revenue growth. Passionate about luxury skincare, makeup artistry, and representing premium beauty brands with professionalism and enthusiasm.

SKILLS

- Luxury Beauty Sales & Goal Achievement
- Personalized Skincare Consultations
- Makeup Application & Beauty Artistry
- Client Relationship Building
- Prestige Beauty Product Knowledge
- Customer Experience & Hospitality Excellence
- Upselling & Cross-Selling Strategies
- Professional Communication
- Leadership & Team management
- Color Theory knowledge
- Wide range of Product knowledge
- Skin Prep knowledge

EDUCATION

Todd Beamer High School

High School Diploma - Graduated 2014

L Makeup Institute of Las Vegas

Mastering The Artistry of Makeup - Graduated 2016

Paul Mitchell School of Las Vegas

Cosmetology | July 2024 - Currently Enrolled

Website Portfolio

 www.carlyceasarbrownpportfolio.com

Carly Ceasar-Brown

WORK EXPERIENCE

Professional Freelance Makeup Artist

September 2015 - Present

- Professional makeup artistry services for weddings, special events, photoshoots, and private clients.
- Build and maintain long-term client relationships through exceptional service and attention to detail.
- Apply advanced color theory, complexion matching, and product knowledge to achieve desired results.

Timberland

Sales Supervisor | May 2025 - Present

- Led daily sales floor operations and supervised a team of sales associates.
- Consistently met or exceeded sales goals through customer-focused selling techniques.
- Trained new employees on product knowledge, customer service standards, and store procedures.
- Managed inventory replenishment, stock organization, and merchandising displays.
- Resolved customer issues efficiently, ensuring a positive shopping experience and brand loyalty.
- Assisted with opening/closing procedures, cash reconciliation, and operational compliance.

Ulta Beauty

Prestige Beauty Advisor | March 2023 - 2025

- Provide personalized skincare and beauty consultations, helping clients build customized routines based on their individual concerns and goals.
- Perform product demonstrations to enhance customer confidence and purchasing decisions.
- Maintain expertise in prestige skincare and beauty products through ongoing training and education.
- Support merchandising standards, stock replenishment, and presentation of luxury beauty brands.

Sephora

Sales Lead Supervisor | Sept. 2021 - Nov 2023

- Led by example in achieving daily and monthly sales goals while supporting overall team performance.
- Increased average transaction value through strategic product pairing, cross-selling, and add-on recommendations.
- Educated clients on product ingredients, application techniques, and beauty trends to create engaging shopping experiences.
- Assisted in coaching and supporting team members to deliver consistent customer service standards.
- Contributed to operational excellence through inventory support, visual merchandising, and sales floor organization.