

Paija J.

Makeup Artist/ Brand Ambassador/ Educator

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OBJECTIVE

A highly resourceful, professional, flexible and creative makeup artist possessing excellent interpersonal and communication skills. Experienced in ensuring that models, performers and presenters have suitable and clean makeup according to mood boards and creative direction before they appear in front of cameras, an audience, or their personal events. Extensive knowledge of taking into account the size of a venue, lighting, and distance between an audience, the stage and performers. In addition to applying makeup, I have been published in various publication both as a makeup artist and a beauty editor, as well as keynote speaker at various events to teach and demo techniques. Grasping to the key concept of client attainment and management creating sustainable relationships while earning a profit.

PERSONAL PROFILE

Now looking to further an already successful career as a makeup artist by working for an amazing brand, client, or corporation while constantly expanding my knowledge of the beauty industry and contributing to the overall success of the project and longevity.

EDUCATION/TRAINING/CERTIFICATES

Walden University

-MBA emphasis on social media and digital marketing , 2016

Candace Corey Master Makeup Artist Academy

-Certificate of training Dec 2015

West Los Angeles College

Los Angeles,CA

-Certificate of Beauty and Makeup Artistry, May, 2015

Naimies Beauty

-Smashbox beauty course for foundation matching and skin care, 2011

California State University Fullerton

-B.A. Business Administration, Marketing, 2010

EXPERIENCE

Pinpoint Marketing-Target Beauty Concierge
Retail Makeup Artist- High Sales
Music Videos
Runway
Print
Fashion
Editorial
Special Events
Corporate Makeup
Speakers
Bridal
Wedding Parties
On Stage Demo/Education
Key Note Speaker on beauty panel
Personal Clients i.e. birthday, prom,etc...
Brand Ambassador for various brands, clients, and companies
Travel nationally and internationally

PUBLICATIONS

Avante Magazine (cover)
In Touch Magazine
Gen Facio Magazine (cover)
Elegant Magaziine
LA Fashion Magazine
Huff Post
Gigaré Lifestyle Magazine
Obscure Magazine
Vulkan Magazine
K4S Magazine (cover)
Eviat Magazine
Model Diary
Queeneration
Get Good Head Online Mag
Imirage Magazine
Vogue Italia
Koozebane
Voyage LA Magazine

TECHNICAL SKILLS

Content Creation
Social Media
Client Retention
Lighting Interpretation
Live Streaming - video Blogging
Online Education/ Classes

PROFESSIONAL SKILLS

Management	Color Correction
Customer Service	Trend Tracking
Sales/ Marketing	Beauty Editor/
Fast Learner	Bridal/ Editorial/ Glam/Print
Data Managment	Film/TV/Video/ Commercial
Excellent Communication	
Leadership	Expertise in Deep Skin Tones
Speedy Application	Creative Direction
Selecting, budgeting and ordering for makeup materials from best beauty products suppliers	

BRAND INFLUENCER EXPERIENCE

J' Shea Essentials	Maybelline	Sedona Lace	Derma E
Juice Beauty	Renpure	Arkon Mounts	Milani Cosmetics
Pacifica Cosmetics	London Royal Glasses	Gallany Cosmetics	
N'Fatuated Cosmetics	Che' Beautiful Skincare	Everclear Skincare	
My Makeup Brush Set	Flirt Cosmetics	Mikasa Beauty	
Japonesque	Dial M Cosmetics	Girl J cosmetics	

Summary Of Experience and Qualifications

Paija J. Makeup Artistry

Avante Magazine (cover shoot) w/ Masika Kalysha

Sally Beauty Makeup artist for Beauty Con LA

Target Beauty Concierge- Senior artist and trainer

Freelance Makeup Artist

Beauty Educator

Telemundo- Cathy Hackl women in VR television interview

Brand Ambassador- Sedona Lace, J'shea Essentials, Juice Beauty, Gallany Cosmetics, and Arkon

Mounts, Milani Cosmetics, Derma E, Milani, Marc Anthony Beauty

Key Makeup- Devil's Playground Short Film (not yet released).

Creator and founder of Beat and Blessed Makeover Day for Women in Need

Founder of The Glamour Feed

Online Content Creator- with over 50,000 followers collectively

Founder of Online Community- Beauty Scopers

Social Media Management for beauty creators

Key Makeup Artist – The Gathering Minnesota Women of Color Convention

Instructor/ Demo- On stage instruction at The Gathering 2016

Published Koozbane Magazine

Published in Eviat Magazine

Published as beauty blogger in Huffington Post, Voyage LA Magazine, and Gigare Magazine

Style Fashion Week Los Angeles- Lead Artist

New York Fashion Week 2016

Scripps Network Upfronts New York & Minnesota 2016

Lead Artist- Secret Music Video Mitchell Coleman Jr

Posh Inc. Agency – Key Makeup and Beauty Director

Beauty at The Bay- Beauty Instructor

Communicating with directors and costume designers.

Bridal Beauty creating long lasting looks that don't transfer and survives the elements

BET Experience 2015 celebrity gifting suite and pamper room

Understand a person's color and skin tone and undertones for color matching

Specialist in creating the shape, bone structure and eye shape of clients

Conducting consultations to discuss client expectations

Providing elevated skincare diagnosis and makeup application for clients.

Analyzing a client's face before applying any makeup.

Liaising with actors and producers to identify the makeup requirements.

blemishes, or making the performer look beautiful, old or young.

Taking photographs of work

Use color theory to design looks best fit for the scene or client's needs

Marketing upcoming shows and events helping clients promote

Conduct makeovers for clients