

Alexis Jakobsons

Passionate and skilled Makeup Artist with one (1) year of freelance experience specializing in the wedding industry and professional branding photo shoots. Proven track record in creating stunning looks that align with the client's vision while maintaining high standards of hygiene and product knowledge. Experienced in the retail environment as a Beauty Advisor, leveraging strong sales and communication skills to drive customer satisfaction and promote beauty products effectively by staying updated with industry trends and products on the market. I am currently completing a Diploma in Makeup For Media and Creative Arts at Sheridan College

EXPERIENCE

Make Up Assistant, VR Beauty, Grimsby, ON

05/24 – Current

- Assist Makeup Artist(s) in applying makeup for brides and clients during events.
- Prepare makeup stations by organizing tools, products, and supplies for workflow efficiency and hygiene.
- Conduct skin assessments to determine appropriate products and techniques for diverse skin types.
- Execute touch-ups throughout events to ensure clients look flawless.
- Maintain current trend awareness and techniques to provide clients with contemporary looks.

Beauty Specialist; Shoppers Drug Mart, Niagara Falls, ON

10/21- Current

- Skilled in providing personalized recommendations tailored to each client's unique skin type, hair texture, and preferences.
- Increased the store's Instagram post visibility and discoverability by generating visually appealing and captivating content.
- Capable of operating POS systems to acutely process payments and record sales transactions.
- Proficient in arranging merchandise and maintaining displays to ensure they are visually appealing and effectively showcase products.

EDUCATION

Makeup for Media and Creative Arts; Sheridan College, Oakville, ON

09/2023- Current; Forecasted Completion Date – April 2025

Upon completion of this program, I will have gained the skills necessary and be exposed to cutting-edge techniques for hair, skin and makeup currently used in the film, TV, Theatre and Beauty industries.

Courses completed: Film and Television Makeup Application, Colour Theory, Hair

5167 Citation Rd.
Niagara Falls, ON L2H 3H7
(905) 353-7341
beautybylexxx12@gmail.com
[Instagram](#)
[Tiktok](#)
[Linkedin](#)

SKILLS

Makeup Application
Bridal Beauty
Colour Matching
Skin Care Knowledge
Airbrush Techniques
Product Selection
Time Management
Client Consultation
Trend Awareness
Creative Vision
Attention to Detail
Sanitation Practices
Sales Skills

ADDITIONAL INFORMATION

Currently 80k+ Tiktok Followers

Collaborated with brands such as Dove, NYX Cosmetics, and more

Won first place in an online global makeup competition
– Lock Down Brush Down

Published on Elegant Wedding Magazine and Today's Bride

Techniques, Era and Period Makeup, Trends, Freelance, Sales and Marketing.

AWARDS AND OTHER

- **Lock Down Brush Down** – Winner, Feb 2021, [Lock Down Brush Down link](#)

- **Elegant Wedding Magazine Publication**, Aug 2024, [Publication Link](#), [Instagram post link](#)

Today's Bride Publication, Aug 2024, [Publication Link](#), [Instagram post link](#)

- **Ontario Scholar**, June 2022

- **Specialist High Skills Major (SHSM)**, June 2022

- **Best Sculpture Award**, DSBN Grad Art Show, June 2022

REFERENCES AVAILABLE UPON REQUEST

