

ANDREA MENDOZA

9039 Pioneer Boulevard #Q105, Santa Fe Springs, CA 90670

Ph: 562)321-8448

andrea@makeupbyandi.com

Professional Summary

- 16 years of retail experience; build clients, trains staff, maintains inventory, and manages product placement
- 5 years - Run studios, Roundhouse & Color -Agencies for Microsoft, Xbox, PlayStation & Live media
- 3 years marketing/advertising experience; conducts media campaigns with social media and live interviews
- 3 years experience in the entertainment industry; promotes with various celebrity clients and products
- 3 years event planning experience; organizes/manages events for own professional makeup product line Detail-oriented, highly organized, very flexible; able to meet deadlines in a fast-paced environment Exceptionally effective communication/interpersonal skills; develops strong relationships with clients and staff
- Directing photo shoots, videos for onset productions. Organizing call times and Talent

Skills

- Marketing/Advertising
- Directing photo shoots, videos for media
- Makeup & Hair for onset productions
- PA Film Production - Manage Talent and assist producer

Experience

Freelance

Jun 2016-Present

Color - Seattle, WA

Provides Makeup & hair application media/advertisements/ live productions: Xbox, Microsoft, PlayStation and Live Media

PA - Producer Assist and manage talent

ensures clients are camera ready and meets the director's needs Works closely with the director and crew members; conforms to their professional recommendations and pays attention to detail; reviews live-feed monitor for digital camera and/or lighting issues for last looks.

Provides public relations services.

Freelance

Mar 2016-Present

Jakks Pacific Inc. - Santa Monica, CA

Provides makeup and hair application on children ages 4 to 8 years old for marketing new toys, toy packaging, media/advertisements; ensures clients are camera ready and meets the director's needs. I work closely with the director and

crew members, I conform to their professional recommendations, and pays attention to details. As well as review live-feed monitor for digital camera and/or lighting issues for last looks.

Freelance

Jul 2005-Present

Makeup By Andi ~ Freelance - Santa Fe Springs, CA

Independently contracted with various companies such as L'Oreal, Harpo Productions, Roundhouse, Color, KLEAN Radio, Live Tribe Productions, My Damn Channel, Run Studios (Microsoft/X-Box), TLC Channel, SnowFort Pictures Inc., Pacific West Pictures, Jakks Pacific and provided hair and makeup application at various events within the entertainment industry to include television, film, social media, and red carpet events such as the Emmys, Golden Globes, and Billboard Music Awards Participated in focus days and promotional events to build client loyalty and to attract new clientele

Freelance

Dec 2015-Dec 2016

Roundhouse - Seattle, WA

Provides Makeup & hair application media/advertisements/ live productions: Xbox, Microsoft, PlayStation and Live Media

PA - Producer Assist and manage talent ensures clients are camera ready and meet the director's needs Works closely with the director and crew members; conforms to their professional recommendations and pays attention to detail; reviews live-feed monitor for digital camera and/or lighting issues for last looks.

Provides public relations services.

CEO/Event Coordinator

Jun 2013-Dec 2016

Makeup By Andi - Santa Fe Springs, CA

Organizing call times and Talent

Creates calls sheets, directs clients, arranges projects/photo shoots, orders and organizes catering. Directing photographer during photo shoots/commercials to include appropriate angles and lighting. Organized commercial shoot with Talents to advertise and promote product line.

Freelance

Feb 2013-Mar 2015

RUN Studios - Seattle, WA

Provides Makeup & hair application media/advertisements/ live productions: Xbox, Microsoft, PlayStation and Live Media

PA - Producer Assist and manage talent ensures clients are camera ready and meet the director's needs.

I work closely with the director and crew members conforms to their professional recommendations and pays attention to details. I also review live-feed monitor for digital camera and/or lighting issues for last looks.

Provides public relations services.

Education

Scholarship

Dec 2011

Cinema Makeup School - Los Angeles, CA

Certified Course
Temptu - Los Angeles, CA

May 2009