

**Andrea Mendoza**  
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**Objective:** Seeking a position that utilizes my marketing, advertising, and retail experience.

### **EXPERIENCE SUMMARY**

- 16 years of retail experience; builds clients, trains staff, maintains inventory, and manages product placement
- 6 years marketing/advertising experience; conducts media campaigns with social media and live interviews
- 6 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

### **PROFESSIONAL EXPERIENCE**

**CEO/Event Coordinator**, Makeup By Andi, Santa Fe Springs, CA: June 2013 to Present

- Sole proprietor; coordinates and executes all marketing and advertising for professional makeup product line
- Creates calls sheets, directs clients, arranges projects/photo shoots, orders and organizes catering
- Exclusively directs photographer during photo shoots/commercials to include appropriate angles and lighting
- Organized commercial shoot with David Koechner and Pat O'Brien to advertise and promote product line
- Coordinated Breast Cancer Awareness event; assembled team, promoted company logo on media and red carpet

**Freelance Makeup/Hair Artist**, Jakks Pacific, Santa Monica, CA: March 2016 to Present

- 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
- Works closely with the director and crew members; conforms to their professional recommendations
- Pays attention to detail; reviews live-feed monitor for digital camera and/or lighting issues for last looks

**Freelance Makeup/Hair Artist**, .COLOR, Seattle, WA: June 2016 to Present

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- Provided public relations services;
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**Freelance Makeup/Hair Artist** – July 2005 to June 2016

- Independently contracted with various companies such as L'Oreal, Harpo Productions, Roundhouse, KLEAN Radio, Live Tribe Productions, My Damn Channel, Run Studios (Microsoft/X-Box), TLC Channel, SnowFort Pictures Inc., Pacific West Pictures, and MAC Cosmetics
- 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

### **EDUCATION**

- Cinema Makeup School, Hollywood, CA; Work and Studies Scholarship; Graduated 2011
- Temptu, Burbank, CA; Airbrush Certified Course; Certificate Received 2009

### **ACHIEVEMENTS**

- Filmography – Makeup Department: 16 credits on IMDb.com, 2012 to Present
- Publication – Voyagela Magazine, Interview, June 2016
- Nominated Makeup Artist of the Year, Hollywood, California, 2012