



Ariana Penult

Makeup Artistry | Unparalleled Client Service

apenu.com

portfolio

Fun-Loving Perfectionist with a Profound Dedication to the Craft

Educated and frequently-referred cosmologist with proven success in applying makeup for weddings, fashion shows, and stage performances. Known for making all clients strikingly beautiful while ensuring their enjoyment and complete satisfaction. Fully trained in salon environments.

Professional Proficiencies

- Best Practices & Advanced Techniques
- Makeup Station Setup & Etiquette
- Vintage & Avant-Garde Makeup Looks
- Bridal & Wedding Party Makeup Application
- Makeup for Broadcast & Photography Lighting
- Ethnic, Mature, & Male Makeup Application
- Day & Evening Makeup Creations
- Film, Stage, & Special Effects Makeup

Cosmetology Education

Scheduled to complete exam for State Board of Cosmetic Arts in 08/2017

Associate of Applied Science in Cosmetology, Concentration in Makeup, 05/2017

MERT TECHNICAL COMMUNITY COLLEGE, Atlanta, Georgia

Key Coursework: Safety, Sanitation, Skincare, and Hygiene | Principles of Makeup for Beauty and Fashion | Professional Challenges in Makeup Artistry | Makeup Artist Tools and Brushes | Color Theory and Light/Dark Illusions | Contouring and Highlighting | Assessing Client Face Shapes, Skin Types, and Eye/Hair Color | Makeup Blending Methods | Corrective Makeup Techniques

Internship / Apprenticeship

Salon Intern, 01/2017 to 06/2017 | VOGUE SALON, Atlanta, Georgia

- Empowered customers to look their best before weddings, dates, portraits, and other special occasions.
- Transformed faces by employing advanced contouring methods. Shaped eyebrows and lip lines; waxed facial hair.
- Skillfully applied cosmetics such as mascara, eyelashes, lip liner, eye liner, powder, foundation, and concealer.
- Sold high-end cosmetics to customers. Demonstrated application and removal techniques for at-home use.
- Maintained clean/safe workstation, employing best hygienic practices.

Freelance Projects

Gabriella Fashion Show
09/17/16



Applied makeup for 4 runway models.

Reynolds Wedding
06/21/16



Served bride and her maid of honor.

ATL Arias: "Voi Che Sapete"
04/10/2017



Designed dramatic look for opera singer.

- Atlanta, Georgia
- (404) 444-4444
- ap@apenu.com
- [LinkedIn Profile](#)

Scholarship

Awarded full scholarship from Beauty Schools Marketing Group

Community

HOWELL HOUSE
Atlanta, Georgia

Family Shelter
Volunteer
03/2016 to Present

Provided free makeup/beauty services to victims of domestic violence forced to relocate from their homes.

Client-Focused Service History

MICK'S PLACE
Atlanta, Georgia

Bartender
01/2012 to Present

PRESTON BISTRO
Atlanta, Georgia

Server
09/2013 to Present

Earned positive endorsements in 3 Yelp reviews.



I just wanted to say thank you, again, for doing my wedding makeup. I received so many compliments from friends and family members who gushed about how wonderfully you made me look. I felt completely beautiful, but still like myself, which is exactly what I hoped for." – **Lana Reynolds**

Résumé Strategy

This client was a hard-working single mother who held 2 simultaneous bartending jobs and dreamed about becoming a full-time makeup artist.

After winning an essay contest, she was awarded a full scholarship to attend college and earn an Associate Degree in Cosmetology. Like the scholarship judges who were moved by her passion for the craft, I was profoundly inspired by her perseverance and dedication to grow as a makeup artist despite having such a full schedule.

Not only was she raising young twins, holding 2 jobs, and going to school full time, she was also volunteering at a women's shelter to help abused women hide their bruises and feel beautiful.

For these reasons and more, I wanted to give this client an absolutely magical résumé that spoke to her passion for makeup artistry in every section.

I wanted each visual element to be as clever and memorable as possible while incorporating all of the most common tools in cosmetology. I highlighted her web portfolio with a blush graphic and displayed photographs of her freelance projects to clearly demonstrate the perfection of her work.

It was also important to me to show her personality and commitment, which I emphasized in the summary opening and client testimonial. I wanted to prove how she made her clients feel beautiful while making sure they enjoyed every minute in her chair.