

ELIZABETH C. MARTINEZ

7000 La Palma Ave Apt B108, Buena Park, CA 90620 • phone- 213.804.3980 • stylist13@gmail.com

OBJECTIVE

To obtain a position as a regional artist with a national artistry brand.

EDUCATION

2015 BA in /Fashion/Textiles/History UT Austin Texas. Graduated with Honors.
2004 Cosmetology Degree • Paul Mitchell, The School • Costa Mesa, CA • Licensed in CA - # KK 439545

EXPERIENCE**NARS Cosmetics Market Trainer and Event Coordinator**

2016-Current I currently work for NARS Cosmetics in Orange County as a regional market trainer. I am primarily in Ulta and Sephora. Specific duties include- building and maintaining relationship as a vendor with retailers, training teams on each product launch, coaching on artistry knowledge and how to sell product with this knowledge, executing events in order to boost sales and create awareness of brand DNA, make sure that each retailer has proper stock and visuals in place, and keeping in touch with retailers in regards to ongoing knowledge and product sales.

Benefit Cosmetics Market Trainer

2010- 2016 I began my career with Benefit as a counter manager in Austin, Texas and transitioned into a regional market trainer in the Los Angeles area. I worked various retailers including Sephora, Ulta, and Macys running events, training staff, cast and freelancers on new product and the brand with a focus on both artistry and driving sales.

Event/Editorial/Set Artist

2008- Current I work as a freelance artist doing makeup on sets, special events, weddings, photo shoots and film. Some recent film work was assisting Ali Davis on the film Flay and also with Angela Boatwright for her film "We Are All We Have" by VANS. I am listed on IMDB as Beth Martinez II. I also assist Wall Group artist Daniel Martin in the LA region and assist on shoots for magazines like Cosmopolitan and his personal clients. Please contact me for references from clients I have worked with and artists I have assisted.

Hair Stylist-

I worked as a stylist in the Los Angeles area for 7 years. I was a color specialist and educator to assistants and other stylists. I worked as both a booth renter and on commission meaning I am familiar with multiple software programs for running my own business, doing my own taxes, being accountable and maintaining a clientele all on my own. My last position in this field was as a senior stylist at Salon Pop which was a Wella and Bumble and Bumble Salon.

Salon Pop & Barbershop • Long Beach, CA
The Doll House Salon • Los Angeles, CA

2006-2010
2005-2008

Computer Skills and University Experience-

I am familiar with the entire Microsoft Suite including Word, Excel and Power Point both through my current work and my schooling. I also am experienced with giving presentations both in a retail environment and in a classroom as I was a teachers assistant at UT Austin for Consumer Fashion Buyer Behavior. In addition to this I have visual merchandising and promotional experience from interning at the UT Textile Department. I organized several shows at the university working on print, media, and installation of historical gallery shows at Gearing Hall.

Social Media

Peroxide_Girl_ Instagram

Web Portfolio

Bethmartinezmuaa.com

References

Stephanie Harrison – Account Executive for Benefit Cosmetics - StephanieH@benefitcosmetics.com, 512-947-3600

-Daniel Martin- Product Development Honest Cosmetics/Dior Global Artist/Wall Group daniel.martinny@gmail.com 917-912-8966

-Laura Gorman- Regional Makeup Artist for Smashbox and Benefit Cosmetics 917-318-2538 . laura.gorman1@gmail.com