

Linda White

makeup artist

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summary

Client-focused, professional makeup artist with 20+ years of experience leaving clients feeling confident and beautiful. Vast and up-to-date knowledge of industry trends and techniques. More than 8 years of experience selling high-end makeup products. Extensive experience working with salon clients and celebrities, applying makeup for bridal, red-carpet, and black-tie events, and providing freelance services for TV, film, and commercials. Expert advice and work published in several magazines and books.

salon experience

Major Salon, Aliso Viejo, CA (2013—Present)

Makeup Artist

Deliver personalized makeup artistry to salon clients for high school proms, black-tie events, and wedding parties. Apply makeup in proper techniques to highlight contour to balance, enhance, or distract facial features.

- Consult with clients to understand the mood and image they wish to convey.
- Assist clients in choosing the right colors and makeup for their skin tones.
- Solve problems and reduce anxieties regarding skin or facial concerns.
- Correct and instruct makeup application using current trends and techniques.
- Promote makeup products.

Leading Makeup Studio, Beverly Hills, CA

Makeup Artist, Sales

In addition to all services listed above:

- Performed managerial responsibilities, including opening and closing store, and stocking inventory, and managing appointment calendar.
- Sold salon makeup products.
- Developed face chart of colors and placement for clients.
- Applied makeup for Ford Super Models and Star Search Spokesmodels.

freelance experience

Teaching | Instruction

- Taught specialized technique classes related to makeup artistry business.

Sales & Marketing

- Promoted, applied, and sold M.A.C. Cosmetics for Estée Lauder Companies.
- Applied makeup for Edgar Morris Skin Care Felita LaCroix infomercial.
- Avon Mall Tour 2001: Promoted Avon products for Pierce Promotions & Event Management in several mall kiosks.

Publications

- Quoted as expert makeup artist in *Bride Again, A to Z Guide*.
- Invited as guest speaker and quoted in *Makeup Artist* magazine.
- Coordinated and created makeup for 12 front covers and editorial layouts for *Bride Mag* magazine.
- Featured in a number of hairstyle books and magazines.
- Beauty editor and writer for *Bride Mag* magazine, published quarterly.
- Makeup artist for cover and editorial for premier issue of *Zoori Magazine*.
- Makeup artist for Disney's *Fairy Weddings* print advertising campaign.

freelance makeup artistry

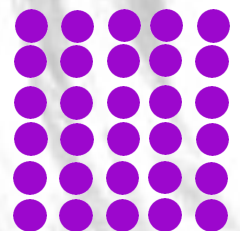
- Bridal Events
- Red-Carpet Special Events
- Proms
- Black-Tie Events
- Television Shows
- TV Commercials
- Video
- Magazine Photo Shoots

“These are the best cat-eyes I have ever had!”
—Suzi Diva
actress

“Linda White is the best kept secret in Hollywood!”
—Jill Hood,
LA Fashion Designer

skills

Highlighting
Contouring
Shading
Airbrushing
Toning
Selling



education

- **Cosmetology, Rancho Santiago Community College**
- **Hair California Cosmetology School**
- **Vanity Makeup Studio, Beverly Hills, CA**
- **Cinema Secrets, Burbank, CA**
- **Santiago Canyon College**

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professional experience (continued)

TV | Video

Hired as freelance makeup artist to apply makeup for:

- Pilot reality show participants for Hancock Park Jane's House.
- Spokesmodels for Star Search competition with Ed McMahon (1992).
- Models at Ford Supermodel of the World competition for 5 years.
- Miss Black Collegiate Pageant
- Steppin' Out, Dance Competition
- Battle of the Bands
- Greeting cards.com Scrooge
- Disney Productions, *Light Magic* special.

Commercials

- Edgar/Morris Skin Care Products (Felicia LaCroix infomercial)
- Oldsmobile Cars (National)
- Mercedes Benz (National)
- Honda Motor Company (National)
- Honda Motorcycles (National)
- American Career Academy (Local)
- Ditech.com Mortgage Funding | L.A. Angels Baseball Stadium (Local)
- MyContractor.com (Local)

Special Events

- Freelance makeup artist for celebrities and talent such as Jill Hood, Melissa Griffith, Kathy Alley, Felicia LaCroix, Raquel Hunter, Christine Oxenberg, Lola Curtis, and many others.
- Provided services for more than 100 bridal party clients.

leadership

- Recruited to serve as Vice President of Education for local Toastmasters chapter (Jan. 2015-Present).
- Elected Board Secretary for local Toastmasters chapter (July 2014-Dec. 2014).
- Key makeup/hair for two short films, *World Upon Her Shoulder* and *Icebergs*, both aired on Lifetime for Women. *World Upon Her Shoulder* film was featured in People Magazine, July 8, 1996.
- Taught specialized makeup technique classes to makeup artistry students.

licensure

Cosmetology license in California and Nevada

continuing education

Cosmoprof course: Ardell Eyelashes

Cosmoprof course: Biomega/Aquage

“ According to *Linda White*, a Los Angeles makeup artist,...makeup looks better on moist, healthy skin...your dry skin will soak up the foundation, so you'll require more and it won't last as long...

...Once you're ready to apply your makeup, White recommends doing so in natural light rather than in your bathroom. ”

—Betty Robertson,
Author of *Bride Mag*

