

# BRENNA E. WHITMORE

## PROFESSIONAL SUMMARY

High-energy professional enthusiastic about empowering teams and helping others. Brings demonstrated team and program leadership abilities honed in fast-paced environments. Accomplished in exceeding sales and service objectives. Efficient, accurate and detail-oriented leader with innate drive to provide exceptional service. Attentive to client preferences and modern trends. A consistent record of building clientele and achieving high rates of client retention, with a healthy blend of business and team management. Proactively addresses and solves problems with operations to maximize profits and resolve conflict.

## SKILLS

- Microsoft Office
- Diverse Hairstyling
- Client Relations
- Problem-Solving Skills
- Advanced Hair Coloring
- Recruitment and Hiring
- Operational Efficiency
- Event Coordination
- Vendor Relations/Negotiations
- Lesson Planning
- Interpersonal Skills
- Project Management
- Business Development
- Communication Skills
- Business Strategy Development
- Multiple Training Techniques for diverse learners
- Superb attention to detail
- Career counseling
- Social media proficiency
- Resume development
- Career assessment
- Workshop facilitation
- Interview coaching
- Employer relations
- Job development assistance
- Problem-solving skills
- Critical thinking
- Classroom management
- Verbal and written communication
- Motivating students
- Relationship building
- Individual counseling
- Interview techniques
- Stress management
- Community involvement
- Program management
- Instructional methods
- Performance assessments

## CAREER HISTORY

**CAREER SERVICES COORDINATOR** 02/2025 to Current  
**Southern Careers Institute**, San Antonio, TX

- Collaborated with faculty and staff to integrate career development into academic curriculums, fostering a holistic approach to education and professional growth.
- Assisted in the development of annual reports outlining successes and challenges faced by the Career Services Department, informing strategic planning for future growth.
- Maintained up-to-date knowledge of industry trends by attending professional conferences, fostering a culture of continuous learning within the department.
- Coordinated guest speaker presentations featuring professionals from diverse industries who shared their experiences working in specific roles or sectors.
- Acted as a liaison between Career Services Department and academic departments to ensure seamless communication regarding student needs and program offerings.
- Developed targeted workshops for students to improve their job search skills, resulting in increased employment rates after graduation.
- Spearheaded the creation of an online resource platform that centralized job postings, internship opportunities, and career-related materials for easy student access.
- Developed career and education plans based on individual needs.
- Counseled clients one-on-one regarding current situation, desires, aptitudes, education, and employment history.
- Collaborated with faculty to develop after-school tutoring program for struggling students.
- Oversaw career and job fairs to connect students with area schools and employers.
- Planned and promoted career planning presentations, work experience programs and career workshops.

**CLINIC MANAGER** 01/2023 to 01/2025

**Ideal Image Memphis**, Cordova, TN

- Performed thorough skin assessments, enabling tailored treatment plans for each individual's needs.
- Utilized advanced technology and techniques to deliver effective non-surgical aesthetic procedures.
- Increased client retention rate by consistently delivering exceptional customer service and follow-up care.
- Collaborated with medical professionals to provide comprehensive care for patients undergoing cosmetic procedures or surgery.
- Maintained clean, hygienic, and safe environment for clients by adhering to strict sanitation guidelines and protocols.
- Streamlined clinic operations by implementing efficient scheduling and appointment systems.
- Successfully managed clinic budgets, optimizing resource allocation for maximum efficiency.
- Developed strong relationships with patients, fostering trust and loyalty to the clinic.
- Demonstrated excellent leadership skills in managing a diverse team of medical professionals and support staff.
- Utilized data analysis tools to track key performance indicators, identifying areas for improvement and driving continuous growth in clinic success.
- Resolved patient complaints in a timely manner, ensuring a positive experience for all parties involved.
- Conducted regular staff evaluations, providing constructive feedback and setting clear expectations for future performance goals
- Increase profit margins by 32% since hired with company.

**COSMETOLOGY INSTRUCTOR** 09/2020 to 12/2022

**Paul Mitchell The School**, Memphis, TN

- Enhanced students' practical skills by demonstrating and explaining various cosmetology

techniques.

- Increased student pass rates on state licensing exams through comprehensive test preparation and review sessions.
- Developed engaging lesson plans that incorporated industry trends, resulting in a dynamic learning environment.
- Mentored aspiring cosmetologists to refine their skills and confidently pursue career opportunities in the field.
- Established strong rapport with students, fostering an open and inclusive learning atmosphere.
- Evaluated individual student progress by conducting regular assessments and providing constructive feedback.
- Maintained up-to-date knowledge of industry standards, regulations, and advancements to ensure relevant instruction.
- Facilitated workshops on essential soft skills, such as communication and professionalism within the beauty industry.
- Organized guest speaker events featuring successful cosmetology professionals to inspire students and provide real-world insights.
- Prepared students for job interviews by conducting mock interviews and offering guidance on resume writing and portfolio development.
- Ensured compliance with state regulations governing cosmetology instruction while maintaining a safe, clean learning environment at all times.

**SALON MANAGER** 02/2020 to 07/2022

**JC Penney Salon Co**, Bartlett, TN

- Oversaw salon employee performance, facility cleanliness, and sales.
- Handled employee scheduling and coverage needs during business hours.
- Provided staff coaching, mentoring, and consultation to enhance performance and professional development.
- Managed cash flow, business transactions, banking, and accounting processes.
- Controlled inventory by tracking expenses, purchases, and shelf stock.
- Coached and trained employees to optimize performance and achieve demanding business objectives.
- Worked to continuously increase salon business through effective sales, service, and operations policies.
- Promoted business through marketing initiatives and use of social media.
- Cross-sold and up-sold new haircare products, increasing earnings 22% per month.
- Performed statistical analyses to gather data for operational and forecast team needs.
- Cut and styled hair for both male and female customers of all ages according to individual preferences and latest styles.
- Implemented process improvement to shape organizational culture, optimize procedures for higher efficiency and help company evolve and grow.
- Grew customer numbers and boosted loyalty with strategic engagement and marketing strategies.

**SALON/SPA OWNER** 01/2017 to 04/2020

**THE CURE WELLNESS SPA & RETREAT**, Bartlett, TN

- Developed and implemented marketing strategies to generate new customers and increase sales and profit margins by 25% quarterly.
- Arranged for regular maintenance services for all beauty equipment.
- Maintained daily, monthly and quarterly records of costs and revenue.
- Organized and attended trade shows and special events to showcase products, network

- with other businesses and attract new customers.
- Worked with marketing teams to create print and online advertisements to bring in new customers.
- Trained and motivated employees to perform daily business functions.
- Prepared bank deposits and handled business sales, returns and transaction reports.
- Consulted with customers to assess needs and propose optimal solutions.
- Discovered areas of improvement by generating quarterly operational and sales reports.
- Founded and managed Salon/Spa business, growing revenue to \$85k in first year.

**COSMETOLOGY INSTRUCTOR** 08/2018 to 02/2020

**THE INSTITUTE FOR NATURAL HAIR AND BRAIDING**, Memphis, TN

- Tracked student progress, frequently checking in with struggling students and identifying root causes of problems.
- Improved state board passing rate for the school by 15%.
- Improved student performance by defining clear goals and communicating performance metrics.
- Evaluated and revised lesson plans and course content to achieve student-centered learning.
- Initiated new learning methods, eliminating instructional gaps and improving comprehension.
- Oversaw curriculum development and implementation in alignment with best practices.
- Applied various teaching aids to minimize learning gaps and instruct and motivate students.
- Mentored aspiring cosmetologists to refine their skills and confidently pursue career opportunities in the field.
- Increased student pass rates on state licensing exams through comprehensive test preparation and review sessions.
- Organized guest speaker events featuring successful cosmetology professionals to inspire students and provide real-world insights.
- Prepared students for job interviews by conducting mock interviews and offering guidance on resume writing and portfolio development.
- Implemented hands-on learning experiences through practical demonstrations, resulting in increased student engagement and retention of material.
- Assisted school administration in marketing program offerings through open house events, community outreach initiatives, or social media promotion.
- Adapted instructional methods based on individual student needs or learning styles, resulting in greater success and satisfaction among the student body.
- Prepared students for Tennessee cosmetology exam with 70% success.

**STYLIST TRAINER** 11/2010 to 12/2016

**SALON AT MACY'S**, Memphis, TN

- Supported reception desk, receiving phone calls, entering appointments, and collecting payments for services rendered.
- Built strong and lasting rapport with clients through consistent delivery of requested services and exceptional results.
- Educated customers on products to maximize benefits.
- Educated stylist about products and self-maintenance for healthy hair based on needs and preferences.
- Trimmed, cut, and shaped hair and hairpieces based on customer preference.
- Increased sales 30% by analyzing customer hair care needs and recommending courses of action to boost sales.;
- Distributed business cards outside of salon to generate new business.

- Mixed pigments and used proper techniques to achieve desired color for stylist.
- Resolved guest complaints about service or style.
- Kept work areas, tools, and equipment clean and properly sanitized to minimize disease transfer and health risk of shared environment.
- Stayed updated on current hair trends and techniques to make customers look fashionable and increase satisfaction.
- Educated clients about products and self-maintenance for healthy hair based on needs and preferences.

**COSMETOLOGY INSTRUCTOR** 12/2013 to 06/2016

**GENESIS CAREER COLLEGE**, Nashville, TN

- Followed Tennessee curriculum accurately with detailed lesson plans.
- Supervised and monitored students' use of tools and equipment.
- Observed and evaluated students' work to determine progress, provide feedback, and make suggestions for improvement.
- Conducted practice exams for 25 plus students on both theoretical and practical sections.
- Recruited clients for students to get practical experience.
- Presented lectures and conducted discussions to increase students' knowledge and competence using visual aids such as graphs, charts and slides.
- Engaged students in academic and practical conversations that elicited critical thinking, creativity, collaboration and communication.
- Established goals for courses with organized outlines and detailed lessons.
- Advised students on course selection, career decisions and other academic and vocational concerns.
- Planned both theory and practical lessons for 16 plus students.
- Prepared students for Tennessee cosmetology exam with 75% success.
- Planned and documented programs of study meeting individual needs and abilities of students.
- Kept updated with developments in subject area curriculum, technical and career trends and teaching resources and methods.
- Met training needs with well-organized, factual programs based on contemporary requirements.

**ASSISTANT SALES ASSOCIATE** 08/2005 to 12/2010

**SALLY'S BEAUTY SUPPLY**, Memphis, TN

- Managed efficient cash register operations.
- Listened to customer needs and desires to identify and recommend optimal products.
- Opened, shelved and merchandised new products in visually appealing and organized displays for optimal sales promotions.
- Built customer loyalty and retention by 4%, delivering excellent shopping experiences.
- Volunteered for extra shifts during holidays and other busy periods to alleviate staffing shortages.
- Maintained up-to-date knowledge of store sales, payment policies and security standards.
- Exceeded special targets by 15% for credit card applications, special donations and specific monthly promotions.
- Increased store revenue by upselling complementary products and suggesting additional items for purchase.
- Organized merchandise displays, resulting in an aesthetically pleasing shopping environment that attracted more customers.
- Conducted inventory checks regularly, keeping track of stock levels and submitting orders for replenishment when necessary.

- Boosted customer satisfaction by providing attentive service and product recommendations tailored to individual needs.

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## EDUCATION

**Olay Education**, Virtual  
**Cosmetic Science**, Chemistry

**Genesis Career College**, Nashville  
**Certificate**, Instructor of Cosmetology, 12/2012

**The Beauty Institute**, Memphis, TN  
**Certificate**, Cosmetology Education, 05/2006

**Ridgeway High School**, Memphis, TN  
**High School Diploma**, 05/2004

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## CERTIFICATIONS

- Certified Life Coach, ICU Coaching Academy - 2020
- Eye lash Extensions Training - 2021
- Licensed Cosmetology Instructor - 2013
- Permanent Make-UP Artist, Trang Lu Academy - 2023