

# ERIKA MARTINEZ

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## OBJECTIVE

To work alongside other professional and creative individuals with a shared passion in the beauty, media production and entertainment industry. To grow in vision creativity.

## EXPERIENCE

*HONOR & CO. ARTISTRY LLC, OWNER/MAKEUP ARTIST, SAN ANTONIO, TX*

Makeup artist for over 50 production projects ranging from TV/Film commercials, print photoshoots, short films, documentaries, interviews and live celebrity events for various clients throughout the state of Texas and some in California.

Collaborated with directors, producers, creative directors, photographers and set crew to design cohesive on camera looks for HD video and print.

Skilled in full glam, colorful, dramatic makeup artistry, commercial makeup, natural, no makeup, makeup artistry, men's grooming, character looks, light special FX and tattoo cover up for story telling and continuity.

### ❖ NOTABLE PRINT WORK

P.F.Chang's

Rusnak Mercedes

WholeFoods Market

### ❖ NOTABLE EVENTS

Superhero Comic Con celebrity green room

Space Con celebrity green room

The Academy Awards Gifting Suites

### ❖ NOTABLE TV/FILM

San Antonio Zoo

Natural Bridge Caverns

San Antonio Spurs

*LUXURY METHOD STAFFING SERVICES*

*FREELANCE MUA/SALES & EDUCATION COORDINATOR, SAN ANTONIO, TEXAS*

Provide makeup artistry and sales support for Anastasia Beverly Hills (Nov. 2018-December 2022) in Sephora and Ulta. Provide makeup artistry and sales support for CHANEL (April 2023-Present) in Nordstrom and Dillard's. Provide skincare education, training and sales support for SK-II (Nov. 2021-May 2023) in Sephora.

*ESTEE LAUDER, FREELANCE MUA SAN ANTONIO MARCH 2020-PRESENT*

Provide makeup artistry and sales support for Westman Atelier, Tom Ford, Bobbi Brown, La Mer and MAC Cosmetics in major retailer stores.

*MELALEUCA WELLNESS COMPANY*

*MARKETING EXECUTIVE, DIRECTOR 6, SAN ANTONIO, TEXAS*

*FEBRUARY 2020 TO FEBRUARY 2024*

Built a personal clientele of over 100 customers to assist online through an e-commerce personal shopping of non-toxic home, beauty, nutrition, wellness, and beauty products monthly. Maintained a re-order, customer retention rate of 96% monthly. Educate and assist my customers on the importance of non-toxic living, European standards of beauty, nutrition coaching and customer membership benefits daily via social media and monthly via one-on-one communication. Featured in the company's magazine highlighting Pro Makeup Artist's who use non-toxic makeup.

*CLAUDIO RIAZ, FREELANCE MUA, BEVERLY HILLS, CA*

*NOVEMBER 2012-JUNE 2013*

Provide makeup artistry, sales support, event coordinating and inventory for celebrity makeup artist, Claudio Riaz in Barney's New York. I worked with high end clientele, celebrity clientele and supported periodically, Barney's Beverly Hills staff and store based makeup celebrity artist, Patrick, Foley.

*MAC COSMETICS, THIRD KEY MANAGER/MUA, BREA, CALIFORNIA*

*NOVEMBER 2005 - JUNE 2008*

Responsible for meeting daily and monthly sales goal. Managed staff of 35+ employees for a \$5 million in sales revenue store. Assisted management team in enforcing company policy and procedures. Provided on the job training to team on sales floor. Demonstrate excellent customer service and makeup artistry

#### ❖ TRAINING/CERTIFICATIONS/AWARDS

CHANEL Makeup and Skincare Expert training-San Antonio, TX

Audition/Acting Training-Atelier Talent Development-San Antonio, TX

MAC Certified Makeup Artist-MAC Brea, CA

Anastasia Beverly Hills-Golden Ratio Brow Method-Los Angeles, CA

Maiden Leadership Rank with Senegence Cosmetics International-Irvine, CA

Melaleuca Half Century Club Award for 3 consecutive years (2020-2022)

National Honor's Society Member June 2005

Fashion Design Vocational Certificate

Interior Design Vocational Certificate

#### REFERENCES

Available upon request