

TAVARES ORTIZ

Esthetician

✉ tavareso4@gmail.com

☎ (123) 456-7890

📍 San Diego, CA

🌐 [LinkedIn](#)

EDUCATION

Esthetics License

Petra Alexandra

📅 2011 - 2011

📍 San Diego, CA

High School Diploma

Westview High

📅 2006 - 2010

📍 San Diego, CA

SKILLS

- Chemical Peels
- Makeup Application
- Facials
- Skin Care
- Massages

CAREER OBJECTIVE

Knowledgeable and licensed esthetician with 9 years of experience helping clients achieve long-term skincare goals. Specializing in chemical peels and microdermabrasion, I have helped 87% of clients regain self-confidence in their skin while educating them in best self-care practices that yield lasting results. Eager to join Terra Firma Cosmetics as the leading esthetician to bring clients this same level of care and compassion.

WORK EXPERIENCE

Esthetician

Heyday

📅 2017 - current 📍 San Diego, CA

- Increased customer satisfaction by 8% via exceptional skin care that included exfoliation, chemical peels, microdermabrasion, and other skin refinement procedures
- Performed extensive evaluation of customers' skin to offer recommendations, leading to 22% more product up-sells
- Provided facial, scalp, and neck massages for a relaxing experience
- Developed an in-depth understanding of skincare lines SkinCeuticals and Eminence, and promoted their products, resulting in a 18% increase in sell-through rate

Esthetician

Divadella Beauty Lounge

📅 2013 - 2017 📍 San Diego, CA

- Worked with guests to understand their long-term skincare goals, and provided education about basic science and care techniques
- Communicated with guests via phone and email to set up appointments, memberships, and upgrades
- Increased gift card sales by 23% by proactively recommending gift cards to customers, especially during seasonal events
- Performed standard skincare procedures to improve skin quality and complexion, leading to a 6% increase in monthly memberships

Server

Limontello's Restaurant

📅 2011 - 2013 📍 San Diego, CA

- Maintained a customer-oriented environment, and ensured exceptional service to deliver a memorable dining experience
- Worked with servers to boost team morale while minimizing wait times by 5 minutes or more for all customers
- Suggested wine and food options to diners with a focus on high-margin items to increase revenue while meeting the customers' taste
- Recorded orders with 97% accuracy, and corrected mistakes immediately upon awareness