





TAVARES ORTIZ

Esthetician

CONTACT

tavareso4@gmail.com 
(123) 456-7890 
San Diego, CA 
[LinkedIn](#) 

EDUCATION

Esthetics License
Petra Alexandra
San Diego, CA
2011 - 2011

High School Diploma
Westview High
San Diego, CA
2006 - 2010

SKILLS

Chemical Peels
Makeup Application
Facials
Skin Care
Massages

CAREER OBJECTIVE

Licensed esthetician with 8 years of experience helping clients achieve their long term skin care goals. I focus on customer relationships to produce an intimate and personalized beauty and wellness experience.

WORK EXPERIENCE

Esthetician

Heyday

2017 - current / San Diego, CA

- Increased customer satisfaction by 11% by providing exceptional skin care via facials that included exfoliation, chemical peels, microdermabrasion, and other skin refinement procedures
- Performed extensive evaluation of customers' skin in order to intelligently offer recommendations for improvement leading to 15% more product up-sells
- Provided facial and upper body massages in order to give customers a relaxing and luxurious experience
- Developed an in depth understanding of skincare lines SkinCeuticals and Eminence as to intelligently promote their products, resulting in a 17% increase in sell-through rate

Esthetician

Divadella Beauty Lounge

2013 - 2017 / San Diego, CA

- Worked with guests to understand their long term skin care goals and provided digestible explanations of basic skin care science and techniques to achieve those goals
- Communicated with guests via phone and email to set up appointments, memberships, and upgrades
- Increased gift card sales by 25% by proactively recommending gift cards to regular customers
- Performed standard skin care procedures to improve skin quality and complexion leading to a 7% 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 for all customers
- Worked collaboratively with other servers to lift up the team as a whole while minimizing wait times for all customers
- Proactively recommended wine and food options to diners with a focus on high-margin items to increase revenue while meeting the customers' taste