

**JESTINA R. HOWARD**

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(205) 612-6690

[jestina@awarecosmetics.com](mailto:jestina@awarecosmetics.com)[jestina\\_howard@yahoo.com](mailto:jestina_howard@yahoo.com)[www.awarecosmetics.com](http://www.awarecosmetics.com)**PROFESSIONAL MAKEUP ARTIST**

Talented, business- focused cosmetics professional with a 30+ year career path as a highly sought after makeup artist to clients ranging from celebrities, models, dignitaries, high power CEO's of corporations, advertising agencies, bridal parties and everyday individuals. Specialization: beauty, commercial, TV, video, corporate and industrial makeup.

- Good knowledge of advanced artistry in the makeup field and ability to stay ahead of the curve where the latest trends are concerned.
- An ability to multi-task and manage several projects at once in an industry where time is of utmost concern.
- Good understanding of high definition television and video, lighting, camera angles, fashion styling and grooming for men.
- Create unique looks that meet individual styles and preferences and exceeds expectations.
- Calm, cool and collected personality with a talent for naturally enhancing a client's look while minimizing flaws.
- Experience in team training, supervising, demonstrations, retail sales, marketing, public & media relations, broadcast spokesperson, and business management.
- Has experience being key makeup artist on projects and hiring other artists.

Makeup work has appeared in dozens of local, national and international trade publications, magazines, and newspapers, as well as commercials, videos and telecasts.

Some clients include *Birmingham*, *B-Metro*, *People*, *Essence*, *People* and *Black Enterprise* Magazines, The Food Network, The Style Network, Saks Inc., Belk, Nike, WBRC FOX-6, FOX Sports South, Luckie Advertising, PGA Tour Entertainment, CBS Sports, MTV, Vulcan Materials, Regions Bank, EWTN, BBVA Compass Bank and Oak Street Hair Group, just to name a few.

Over the years Jestina has been a freelance regional makeup artist for such major cosmetic companies as MAC Cosmetics, Bobbi Brown, Lancôme and Elizabeth Arden.

She is a regular beauty expert on WBRC FOX -6 and WCFT ABC3340 television stations morning shows.

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## PROFESSIONAL EXPERIENCE

**Haute Pink Birmingham Online Magazine** **Birmingham, AL**  
**Beauty Editor** **2011-2014**  
Created content for the online magazine by writing articles and reviews about products, procedures, services and advancements within the beauty and skin care industry. Traveled to New York for Fashion Week to cover and report on seasonal trends.

**My Scoop Birmingham Online Style Magazine** **Birmingham, AL**  
**Beauty Editor** **2007-2010**  
Created content for the online magazine by writing articles and reviews about products, procedures, services and advancements within the beauty and skin care industry.

**Proctor & Gamble Beauty Brands /DeVries Public Relations** **New York, NY**  
**Broadcast Beauty Spokesperson** **11/2007-2014**  
Promoted P& G Beauty Brands such as Olay, CoverGirl, Venus, Secret, Clairol and Aussie as a paid spokesperson during booked television segments throughout the state of Alabama.

**AWARE Cosmetics & Makeup Services** **Birmingham, AL**  
**Founder** **02/2003- Present**

- Created own cosmetic product line, which is sold direct and on-line via website and Facebook Shop.
- Freelance as a professional makeup artist working in the areas of television, video, print and live performances.

**MAC Cosmetics Co.** **Birmingham, AL**  
**Makeup Artist** **07/1995-12/1998**

- Assisted customers with selecting products that would enhance their look
- Provided makeup application services to customers
- Obtained MAC Cosmetics certification approval to perform paid makeup services and participate in special seminars and projects
- Maintained, organized and kept track of all training kits and kit product inventory
- Member of first team of artists that opened the first MAC store in the state of Alabama in Parisian at Riverchase Galleria

**Deborah Stone Day Spa** **Birmingham, AL**  
**Makeup Artist** **10/1994-03/1995**

- Assisted customers with selecting products that enhanced their look
- Provided makeup application services to customers
- Provided facial waxing services
- Provided skin-care assessments
- Spokesperson for seminars, events and television appearances

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**Deborah Stone Day Spa**

**Promoted to:**

**Cosmetic Store Manager**

**03/1995- 07/1995**

- Managed and motivated five employees in the cosmetics store
- Ordered, maintained and kept inventory of more than 10 different cosmetic and skincare lines
- Created promotional product packages
- Planned in store beauty and skincare events

**Cosmair Inc.**

**Clarke, NJ**

**(Part time Position)**

**Freelance Regional Makeup Artist for Lancôme Cosmetics**

**10/1993-09/1994**

- Traveled to department stores in Birmingham, Huntsville, Montgomery, Tuscaloosa and Decatur to perform makeup demonstrations and facials during special promotions or events.
- Helped to boost sales during in store events

**Essentials Salon**

**Birmingham, AL**

**Cosmetic Store Manager/Makeup Artist**

**09/1992-08/1993**

- Managed five cosmetic and skin-care lines
- Ordered, maintained and kept inventory of all product lines
- Provided makeup application services
- Provided skincare assessment services
- Created promotional product packages

**Glamour Shots (Part time Position)**

**Birmingham, AL**

**Customer Service Representative/Makeup Artist**

**07/1990-08/1995**

- Handled customer inquiries
- Sold photo packages and processed orders
- Provided makeup and hair services for customers photo session

**Freelance Makeup Artist**

**7/1988-Present**

Professional makeup artist, providing makeup services to clients throughout the United States and internationally. Working in the areas of print, video, television, live performances and special occasion.

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## CREDENTIALS

- Photography and Video Makeup Certification- from The Barbara Salamone Conservatory of Esthetics.
- Airbrush Certification- from Dina Ousley, creator of Dinair Airbrush System
- MAC Cosmetics Makeup Certifications
- Lawson State Community College Barbering & Cosmetology Advisory Committee
- **Makeup & Beauty Business Training Sessions with:**  
Michael DeVellis- founder, The Powder Group  
Sam Fine- celebrity makeup artist and author of *Fine Beauty*  
Noreen Young- makeup artist and beauty expert  
Eve Pearl- Emmy award-winning makeup artist  
April Chaney- makeup artist with Clotier Agency in L.A.
- I.A.T.S.E. Local 798 Union Member- Makeup Artists & Hairstylists

## EDUCATION

- Bachelor of Arts Degree in Communications from Miles College
- Associate in Applied Science Degree in Fashion Merchandising from Southern Institute
- Fashion Institute of Technology (FIT) Beauty Industry Essentials Online Program Non-Credit Certification

Attends continuous education seminars and trade shows in Los Angeles, New York, Las Vegas and Atlanta such as The Makeup Show, International Makeup Artist Trade Show (IMATS), The Premiere Show, Professional Makeup Artist Conference & Expo (PMAC) and the Cosmoprof North American Beauty Conference.

## HONORS

- *Birmingham* Magazine Best in Birmingham 2010- One of the Top Three Makeup Artists in the City
- Best in Minority Business Award (BIMBA) 2012- One of the Top 12 Businesses'
- Birmingham Business Journal 2016 -Entrepreneur Spotlight Award
- Renasant Bank/Birmingham Business Resource Center- Renasant Roots Capacity Building Program 2018 Grant Recipient

## PRODUCTION EXPERIENCE

**Production Company/Client:** Black Enterprise

**Senior Producer:** Shannon Lanier

**Production:** Black Enterprise Business Report - Porsche Sports Driving School Feature and Dinner & Awards Ceremony with Recording Artist Ne-Yo & Dr. Marc Lamont Hill Video Shoot

**Dates of Production:** November 15 & 16, 2010

**Production Company/Client:** FOX Sports South

**Lead Producer:** Mike Emerick, FOX Sports

**Production:** SEC Media Days Video Shoot

**Date of Production:** July 20, 2011

**Production Company:** Pogo Pictures

**Client:** Alabama Tourism Department

**Producer:** Stan Vaughan

**Production:** Promoting Attractions in the State of Alabama –Barbers Motorsports, Space & Rocket Center Video Shoot

**Dates of Production:** April 19 & 20, 2012

**Client:** Southern Living Magazine

**Art Director:** Chris Hoke

**Photographer:** David McClister

**Production:** Muscle Shoals Sound Feature Photo Shoot with Recording Artist John Paul White

**Date of Production:** July 20, 2012

**Production Companies:** Chariot Media & /Crew South

**Client:** Medscape

**Producer:** Spencer Cooper

**Production:** Dr. Julie Harper Video Shoot

**Date of Production:** October 2, 2012

**Production Company/Client:** PGA TOUR Entertainment

**Producer:** Tim Walton

**Production:** University of Alabama at Tuscaloosa Feature Video Shoot & Stand-Ups

**Date of Production:** November 8, 2012

**Production Company/Client:** PGA TOUR Entertainment

**Senior Producer:** Tim Walton

**Production:** University of Alabama at Tuscaloosa Video Shoot with Nick Saban & Tracy Wolfson

**Date of Production:** November 14, 2013

**Production Company:** Golf Channel

**Production:** Regions Classic Golf Tournament/ Live Broadcast

**Date of Production:** May 14, 2014

## PRODUCTION EXPERIENCE

**Production Company:** Atomic Pictures  
**Client:** Regions Bank  
**Senior Producer:** Craig Worley  
**Director:** Brian Collins- Atomic Pictures  
**Production:** Risk Management Episode 1 Video Shoot  
**Dates of Production:** January 9 & 10, 2015

**Production Company:** Metro Pictureworks  
**Client:** Regions Bank  
**Producer:** David Adams  
**Production:** Kid Banker Video Shoot  
**Date of Production:** March 18, 2015

**Client:** Nike  
**Agency:** Tether  
**Producer:** Stephanie Tran  
**Production:** Nike Photo & Video Shoot for New Store in Tuscaloosa  
**Date of Production:** May 14, 2015

**Client:** Education Corporation of America  
**Producer:** Greg Womble  
**Production:** Virginia College Grad Video Shoot  
**Dates of Production:** August 26 & 27, 2015

**Production Company:** Telegraph Creative  
**Client:** Blephadex  
**Producer:** Mark Jamroz  
**Production:** Infomercial Video Shoot  
**Date of Production:** April 19, 2016

**Production Company:** Dunlap Productions  
**Client:** National Senior Games/Humana  
**Producer:** Steve Dunlap  
**Production:** Interviews/Video Shoot with Amy Brightfield –Better Homes & Gardens  
**Date of Production:** June 13, 2017

*\*If you need copies of the production call sheets, invoices or paystubs please let me know and I can provide them.*