CHELSY WATSON

MASTER STYLIST//WELLAMASTERCOLOREXPERT/SEBASTIANAMBASSADOR

***Chelsy - Terri Ann Heller Watson***

[PACIFIC COAST STYLE THE SALON](https://pacificcoaststyle.wixsite.com/marina)

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***Hairstylist*** with the ability to integrate business/technical activity with financial performance, small profit center, or small business situations.

• Loyal, long term client base accustomed to service and advice of the finest quality.

• Defining, developing, and implementing activities designed to promote business growth: social networking, web design, photography, marketing, promotion, training programs, and employee motivation and team building events.

• Creative self-starter with the ability to integrate salon management, artistic qualities, and people skills.

***PROFESSIONAL EXPERIENCE***

***Master Stylist/ Wella Master Color Expert/ Sebastian Advocate/Ambassador***

***Wella Master Color Expert Program The Wella Studio LA/ Proctor and Gamble***

***May/June 2014***

***One of a 1oo graduates in the United States. Top score as a group in the West Coast***

***Pacific Coast Style est. 1989***

***6232 E. Pacific coast hwy. Long Beach Ca. 90803***

***562.961.0148***

***2014 to Present***

***The Studio O***

***October 2013 to June 2014***

***Short term transition***

***Location: Naples/Long Beach California***

***Atlantic Studio 425 (Formally Salon) Long Beach, Ca.***

***August 2012 to October 2013***

The salon has moved location. I am now an Independent Contractor and am no longer performing most of these duties for the salon, but for my own business. The exception of teaching for The Sebastian Advocate program

Simultaneously with

***Hairroin Salon Hollywood***

***November 2011 to February 2013***

***Senior Stylist***I had the great experience to join Hairroin Salon for a short time. Thanks to Janine Jarmin, my fellow Sebastian Associate. I wanted to step out of the box and see what urban Hollywood be like. I met great people, learned a ton and got to ride the Metro , which was my initial goal to commuting to Los Angeles. Back in Long Beach. Time to spread my wings in another direction. Keep you in the Loop

***Atlantic Studio Salon/Long Beach, Ca.***

***August 1999 to August 2012***

***Sebastian Advocate***

Hair Stylist/Mentor

Website-Social Network Coordinator/Photographer

Back Bar Technician

Perform, promote and market hair styling services and products. Manage special projects including company special events.

• Build and maintain client base while handling an equal number of walk-ins.

• Mentoring and leading with-in the assistant/apprentice program.

• Increase potential client awareness rate by developing and maintaining website/social networks.

• Participating in social/city events, Long Beach Bike Fest 2010

• Maintaining and stocking Back Bar for the aesthetics of the salon and use from the stylists.

• Organized, conducted and participated (hair, make-up, photography) in Atlantic Studio Photo shoots for website.

• Organized Company Christmas/Summer Parties.

• Currently enrolled in the ***Sebastian Advocate Program*** attending training at the Woodland Hills Studio LA periodically through out the year. The goal is to become an independent contractor with the ***Sebastian Company***, not taking away being behind the chair. Also, to promote ***Sebastian*** trends, products and education (teach classes) in the salon.

***Stephen’s Salon***, Long Beach, Ca

November 1991 to August 1999

Hair Stylist/Assistant manager

Perform, promote and market hair styling services and products. Manage special projects including company special events.

• Build and maintain client base while handling an equal number of walk-ins.

• Increase potential client awareness rate by developing and designing several advertisement, flyer, and workshop campaigns using the Grunion and Downtown Gazette. Participating in and networking at the Downtown Long Beach Business Association, the Long Beach Grand Prix, and the Professional Women’s Volleyball Association

• Organized and ran the Company Christmas Party, Summer Chili Cook-off, and Annual Theme Parties (Halloween, St. Patrick’s Day).

***Allen Edwards Salon***, Long Beach

December 1984 to November 1991

Hairstylist-Performed, taught, and marketed hair styling products and services. Managed special projects, ran company related employee functions.

• Built 300 person client base in three years.

• Developed and designed three direct mail campaigns to enhance walk-in clientele and customer awareness/satisfaction. As a result, walk-in activity increased by 300 customers over a three month period.

• Co-managed a fashion and hair event that focused on the work of advanced assistants and new stylists. Held at “System M” Restaurant and Art Gallery in Long Beach.

• Promoted Allen Edwards Salons and Concepts (Edward’s private label product line) by attending and participating in trade shows, seminars, and image classes.

• Performed haircuts and styles for the Allen Edwards Press kit. Results of photography shoot shown in the Long Beach and Newport Salons. Excerpts from the press kits shown in International Passion Magazine #35.

• Organized company picnics and Christmas Parties.

***LICENSES AND PROFESSIONAL TRAINING***

**California State Cosmetology License Number KK-136688**

 I have attended numerous on and off-site , online and trade educational classes and seminars with 19 certificates. As stated above: The Wella Studio Woodland Hills(. Previously active with-in ***Behind The Chair*** website webinars, Redken EOD/Symposium and Hands-on at P&G’s The Studio in Woodland Hills. Participating in several competitions, including ***Sebastian's "What's Next Awards".*** *Education is very important for me and am always seeking new outlets to learn with-in the industry*.

Allen Edwards Assistant Program - Long Beach, Newport Beach, Beverly Hills, Encino

Completed two year apprenticeship divided between working for four different stylists during daily shop operation and classroom sessions utilizing models at night.

***Career Academy***, Seal Beach, California 1983-1984

Completed 1600 Hour Cosmetology Training Program

***California State University***, Long Beach 1978 to 1981

53 units completed in Psychology and General Education

***Golden West College***, Westminster 1988 to 2007

Completed AA Degree, focusing in Marketing and Business Management.

***PUBLIC SERVICE AND CHARITIES***

Donated professional services and proceeds to: Catrina’s Club, Long Beach Junior Assistance League, Child Help USA, New Life Beginnings, American Cancer Society, Long Beach Medical Auxiliary, Burbank Elementary, Locks of Love, and Youth Development Agency.