

ALEXA GOULD
MAKE-UP ARTIST
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RETAIL EXPERIENCE

THE MAKEUP DESIGNORY SHOP *NEW YORK, NY* **JAN '09 - PRESENT**
MAKEUP ARTIST, SALES ASSOCIATE AND KEY HOLDER
EDUCATING CONSUMERS AND SELLING PRODUCTS AT FLAGSHIP BOUTIQUE

COVER FX COSMETICS *NEW YORK, NY* **MARCH '09 - PRESENT**
MAKEUP ARTIST AND RETAIL EDUCATOR
EDUCATING CONSUMERS AND SELLING PRODUCTS IN SEPHORA STORES

ARTISTRY EXPERIENCE

FREELANCE MAKE-UP ARTIST *NEW YORK, NY* **AUG '08 - PRESENT**
MODELING AGENCIES: APM MODEL MANAGEMENT, RED MODEL MANAGEMENT, WILHELMINA, MARILYN AGENCY, CLICK, TRUMP MODEL MANAGEMENT, NEW YORK MODEL MANAGEMENT, MC2 MODEL MANAGEMENT, FORD
PRODUCTION COMPANIES: VISIONARY ENTERTAINMENT, GARAGE MUSICALS, THE WORKSHOP
FASHION SHOWS AND CAMPAIGNS: BROOKLYN RESIDENCE, "ROCK WITH YOU" FASHION SHOW, REVEAL EVENT, SHUMAQ SPRING FASHION WEEK '09, CUBIS LITERATURE LOOK BOOK SPRING '10, CHLOE LOVES CHARLIE LOOK BOOK, FISCHER CLOTHING LOOK BOOK SPRING '12
PUBLICATIONS: MUSIC FASHION MAGAZINE FALL SPREAD '11, ANTENNA MAGAZINE WINTER '11
PHOTOGRAPHERS: JOYCE ANDERSON, LORI HAWKINS, DAMIAN SANDONE, DANIEL SAVAGE, JOHN DEAMARA, NORINE PERREAULT, MATT FRISBIE, JOSHUA SHELDON, JULIE GILMORE, SIMON LO, MATTHEW SUSSMAN, JASON WESTON, EDWIN TSE, MANU GUPTA, FRANK CAPRI, SAANA WANG, KRISTIN COSTELLO, ZOE GHERTHER, JOHN KEON, SEAN TURI
FILMS: "DEEP SCORE" DIRECTED BY JOHN LEVY, "DON PEYOTE" BY MIKE CANZONIERO
WEBISODE: SUZANNE RUST, BRANDON RUSSELL, MONICA PEDERSON FOR GMC TRADE SECRET,
TV: AMY KOCH FOR BETTER TV, MISS IRELAND FOR DONALD TRUMP'S FABULOUS WORLD OF GOLF
DISTINGUISHED CLIENTS: SAM BARCATO SALON, LANCÔME BOUTIQUE NYC, L'OREAL, CATHERINE MALANDRINO BRAND, LEADDOG MARKETING GROUP, PALISADES MEDICAL CENTER, NICOLE "SNOOKI" POLIZZI

ASSISTANT MAKEUP ARTIST AND HAIR STYLIST **AUG '08 - PRESENT**
MAKEUP ARTISTS: ANDREW SOTOMAYOR, EMILY ANSEL, LAUREN WHITWORTH, LIZ VARENNE, COURTNEY PERKINS, JENNI SHAW, DANIEL MARTIN, SUSAN MCCARTHY
HAIR STYLIST: RICARDO ROJAS
PUBLICATIONS: THE NEW YORK POST: "BEST SIDE STORY"& "OZ FEST," O MAGAZINE SPRING TRENDS APRIL '12
MUSIC VIDEOS: "HAPPY HOUSE" BY THE JUAN MACLEAN, "HYPERCAIN" BY DJ FRESH
ADVERTISEMENT: MERDERMA, CLEARVISION
FASHION SHOWS AND CAMPAIGNS: CHRISTIAN COTA SPRING FASHION WEEK '09, SOPHIE THEALLET SPRING FASHION WEEK '09, KEITH LISSNER FASHION WEEK '09, MICHEAL BASTIAN SPRING FASHION WEEK '11, CHRIS BENZ SPRING FASHION WEEK '12

CORPORATE EXPERIENCE

TRACTENBERG & Co. (BEAUTY PUBLIC RELATIONS) *NEW YORK, NY* **JUNE '07 - AUG '07**
INTERN ADMINISTRATIVE ASSISTANT
COLLABORATING ON EDITORIAL PITCHES, MAIL CORRESPONDENCE,

MAKE UP FOREVER *NEW YORK, NY* **JUNE '05 - AUG '05**
GENERAL INTERN
UPDATED MARKETING BULLETINS ~ DATA MANAGEMENT ~ PULLING PRODUCT

EDUCATION

FRANKLIN & MARSHALL COLLEGE, B.A. BUSINESS, ORGANIZATION AND SOCIETY CLASS 2008
MAKE-UP DESIGNORY - MAKE-UP ARTISTRY II - NYS CERTIFICATE - 2008

REFERENCES

ANDREW SOTOMAYOR, CELEBRITY MAKEUP ARTIST, DRAMAFREEMAKEUP@GMAIL.COM
RITA BOTHLHO MUD SHOP MANAGER, RBOTELHO33@HOTMAIL.COM

