Dorothea Valcarcel

Licensed Hairstylist, Color Specialist

Jacksonville, FL · dorothea.valcarcel@example.com · (904) 555-0156 · Instagram portfolio · LinkedIn

LICENSE & EDUCATION

Florida Cosmetology License, 2019

Advanced Balayage Certification, 2022

Color Correction Intensive, 2023

SUMMARY

Licensed hairstylist with 6 years in a busy full-service salon and a color studio, seeing about 35 clients a week with a 78% rebooking rate. Specialize in balayage, blonding and color correction, and grew a personal book to about 220 regular clients. Average service ticket of $145 and retail sales near 18% of service revenue. Known for clear consultations and honest advice on what each client's hair can handle.

EXPERIENCE

Senior Stylist & Color Specialist — Lumen Hair Studio

Jacksonville, FL · Feb 2022 – Present

- See about 35 clients a week for cuts, balayage, blonding and color correction, with a 78% rebooking rate over the past year.
- Grew a personal client book from 90 to about 220 regulars in 3 years, mostly through referrals and social media posts of my work.
- Complete about 6 color corrections a month, including box-dye removal and banding repair, with written aftercare plans for each client.
- Raised my retail sales to about 18% of service revenue by recommending 2 or 3 products matched to each client's routine.
- Mentor 3 assistants on blowouts, toning and foil placement, and 2 have moved onto the floor as junior stylists.

Hairstylist — Riverside Cuts & Color

Jacksonville, FL · Jul 2019 – Jan 2022

- Served about 30 clients a week for cuts, color and styling in a busy walk-in and appointment salon.
- Built a rebooking rate of 64% within 18 months of starting on the floor.
- Styled hair for about 25 weddings and events, including bridal parties of up to 8 people.

SKILLS

Color: Balayage, foil highlights, blonding, gloss and toning, gray coverage, color correction

Cutting & Styling: Precision cuts, layered cuts, curly cuts, blowouts, updos and bridal styling

Client Care: Consultations, patch testing, aftercare plans, rebooking, retail recommendations

Salon Systems: Vagaro, Boulevard, Square Appointments, state board sanitation standards

EDUCATION

Cosmetology Diploma, First Coast Beauty Academy, 2019

Fictional example by FindAJobAI: the person, employers and numbers are invented.