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Top Skills

Beauty Industry
Cosmetics
Social Networking

Languages

English (Native or Bilingual)
Spanish (Professional Working)

Certifications

Commercial Arts

Honors-Awards

Outstanding Counter Manager
Outstanding Business Manager
Bravo mayors Award

Publications

Confessions of a Pro-Stylist
El Paso Times

Oscar J. Molinar III

Product/Brand Education Specialist
San Francisco

Summary

to obtain a position utilizing my multiple talents in the beauty, fashion, and media industry. Seamlessly, fusing My excellent customer service and product knowledge.

Building the customer relationship and completing the sale with a positive and Guaranteed return to The Total Omni Chanel Experience.

As an authentic leader, I embody the spirit of influence and build teams focused on being consistent in producing record-breaking sales results and profitability.

Becoming one of the top sales managers in the region for superior sales skills and sustained growth

Able to work in a high-intensity environment while motivating team players to work together in a collaborative, client-focused environment emphasizing superior service level.

I was Able to coach Success by employing strategies that engage employee insights in all levels of the organization.

As a dynamic and articulate bilingual facilitator in both English and Spanish., I was able to achieve the desired results.

#Brand #Education #Sales #Market #growth #Special #Event
#Management #Marketing #Competitive #Analysis #Public
#Speaking #Coaching #Mentoring# Leadership #Training #Employee
#Consumer #Retention #Development #Hispanic #Asian #Consumer
#Shopping #Habits

Experience

Coty

Product/Brand Education Specialist (On Location ProStylist)
July 2019 - Present (1 year 7 months)
San Francisco Bay Area

ON LOCATION PROSTYLIST

31 years 1 month

Account Coordinator

July 2000 - Present (20 years 7 months)

San Francisco Bay Area

Product Launch/Sales/ Education Specialist

for Various Doors throughout the North, South and East Bay Area
representing

FORTUNE 500 BRANDS

Independent Omni Brand Manager/Education/Retail Sales Specialist

January 1990 - July 2000 (10 years 7 months)

San Antonio, Austin, Corpus Christi, El Paso

As a leader and innovator in self-development coaching, involved in the current beauty revolution,

I was able to apply my beauty expertise, creative problem solving, and innovative selling. setting up the stage for leading in beauty by offering personalized advice, tips/hints, makeovers, and product consultations using electronic and digital devices, I meet customer's beauty, skincare, and cosmetics needs and desires.

Creating a UNIQUE customer experience by offering beauty customers impartial, personalized advice across the best range of global beauty brands in a welcoming, inspirational & convenient environment.

Demonstrating a passion for beauty & combining this with existing strengths.

I create a unique, differentiated offering for each customer and the entire customer experience.

Seeking self-development by monitoring my performance, I set high personal standards, maintain awareness of beauty trends, learn from others, and continue to improve job performance.

I Maintain information on the competition, new product/brand launches, and overall industry trends. Attending and participating in meetings, seminars, and other knowledge and business-driving opportunities; I educate store teams on new beauty updates, information, and Knowledge from training.

I attend assigned training and complete all learning modules.

Forward Image Creative Services/Multimedia Events

Executive Retail Specialist/ Omni Chanel Event Producer

January 1989 - Present (32 years 1 month)

United States

I Achieved and exceed predetermined sales Events goals by assisting customers in the purchase of products and by modeling exceptional Product Reviews, events and promotions regularly to understand performance within store and district; partners with store leadership and BAE to create improvement goals. I Consistently focus on link-selling and up-selling with customers by showing them sale items and complimentary offerings. I use testers and sampling to demonstrate product application and leverage items from beauty promotional programs. I Participate in meetings and conference calls concerning programs, promotions for new items, or brand launches in order to meet sales goals.

I model exceptional customer care. I familiarize myself with working knowledge of store systems and store equipment.

I ensure compliance with Corporate along with state and local laws regarding regulated products.

I Comply with all company's policies and procedures; maintain respectful relationships with coworkers in order to be able to stage multiple productions large and small successfully

1987 Miss Teen USA Production

1988 MISS USA Media Intern

Since 1989 Forward Image has created some of the Most Outstanding Events:

Mrs. Texas United States

Best of the Border-El Paso Times

El PasoTimes Bridal and Quince Dream fair (in association with Danco Media Events)

El Paso Big Boys Toys (in Association With Danco Media events)

Independent Artist Mgmt

On Air Personality

January 1989 - July 2019 (30 years 7 months)

Texas, Chicago, San Francisco, Mexico

Promoted, Demonstrated, and Educated the New Launch of Products ranging in skincare, cosmetics, and Fragrances. over 25 years of experience working in a retail sales environment that required meeting a defined sales goal and experience proactively selling beauty products and providing customer care. Experience in developing ways to accomplish goals with little or no supervision, depending on oneself to complete objectives Knowledge of products and brands in order to engage and meet the needs of the customer. Experience establishing and maintaining relationships with individuals at all levels of the organization, in the business community, and with vendors. Experience building and maintaining relationships within a team.

PC/tablet skills. willingness to work a flexible schedule including evenings, weekends, and holidays. fluent in reading, writing, and speaking English and Spanish

Color Commentator on Various Trends in Skincare, Makeup, and Fashion Trends for both television, radio, and print

Movie Extra: Bernie, Cowboy UP, Lone Wolf McQuade

Strivectin Operating Company
Account Coordinator (on Location ProStylist)
April 2018 - March 2019 (1 year)
San Francisco Bay Area

responsible for Sales Training, Product education in my territories.
In charge of creating and implementing sales promotions, sales events, and sales strategies for 5 counties in and around BayArea

Bloomingdale's
Bobbie Brown Business Manager (on Location PrtoStylist)
May 2017 - May 2018 (1 year 1 month)
Palo Alto, California

responsible for the business of 250,000.00 counter, actively built NTR revenue by connecting with Palo Alto Chamber of Commerce Members and outside events

Saks Fifth Avenue
Business Manager Cle de Peau Beaute (On Location ProStylist)
April 2014 - October 2014 (7 months)
Northstar Mall San Antonio

Make Up Artist
Skincare Expert
Increased counter sales and Customer Base by 15% in 6 Months

Macy's
4 years 3 months
Business Manager Elizabeth Arden/ Shisiedo (On Location ProStylist)
March 2011 - April 2014 (3 years 2 months)
La Cantera

Business Manager
For Two Underdeveloped Beauty counters

Elizabeth Arden New York 10,000.00 deficit

Shisiedo USA 7000.00 deficit

was responsible for taking two beauty counters simultaneously and developing and building a struggling business.

Within the second year of service both counters were showing an increase in sales ending with an increase and both top performing counters in the district was promoted to counter manager for Saks Fifth Avenue cle De Peau)

Assistant Visual Merchandising Manager (On Location ProStylist)

February 2010 - March 2011 (1 year 2 months)

La Cantera

All types of visual merchandising elements including

Styling/rigging mannequins

Shop install lead

Store front window execution

Fixture/shop placement/reconfiguration

Creative merchandising (no planogram)

Merchandising principles

Product placement on fixtures(nesting table,3way,rounder and T stand

Planogram execution

Merchandising fundamentals (hanging,folding,sizing details)

way

Parfums Christian Dior

Freelance make up artist and Brand ambassador

January 2009 - December 2010 (2 years)

San Antonio, Texas Area ,Austin,Texas

Brand Educator and Make Up Artist for

Sephora,Ultima,Dillard's,Macys,Nordstroms,Neiman Marcus and Saks Fifth Avenue

Nordstrom

Business Manager Cosmetics (On Location ProStylist)

July 2007 - January 2009 (1 year 7 months)

Responsible for Developing New Clients while retaining existing Client base.

Conducting Training and developing new employees for success in product line

Department Lead while Absence of Department Manager

Creating Sales Promotions from Start to Finish for Brand Launches

Merchandising and product display

skincare/spa specialist

Make up artist

John Casablancas Modeling and Career Centers

Director of Education On Location ProStylist)

July 1995 - September 1998 (3 years 3 months)

Auditioned and Trained instructors for Modeling and commercial acting classes

Conducted various recruiting seminars through-out Northern California

Coordinated Various satellite Training classes in and surrounding Bay Area

Produced Various fashion shows

Created,wrote and implemented workbooks for use in

Commercial acting,Modeling and Make up Artistry Classes

Education

American Airlines Flight Academy

Graduated Top 2 percent in Domestic Flight Training completed and Approved for Inter. Flight, International Flight Attendant and Flight Service · (1988 - 1989)

Various Cosmetic/Skincare/Fragrance Schools

certificate of Completion, Cosmetic/Skincare/Fragrance · (1998 - 2015)

American Airlines Flight Academy

International Flight Training, Domestic and International Flight

Training · (1988 - 1988)

El Paso Community College

Multi Media Production, Communication and Media Studies · (1986 - 1988)

Austin High School

Distributive education clubs of america, High School/Secondary Diplomas and Certificates · (1982 - 1986)