

VERLETTA SALMON

A well-rounded Individual !

Atlanta, GA

verletta.m4u@gmail.com

(404) 455-8502

My objective is to obtain a position where I can utilize my marketing, artistic, business skills and experience collectively, for the benefit of your organization but also challenge me to be progressive in my entertainment career.

Work Experience

Make-up Artist - Freelance

Ford Model and TSC - Toronto,
ON August 2012 to Present

- MUA for various hosts on TST TV Network in Atlanta, GA (Comcast Network)
- MUA for Famous Music Artists Lil Yachty and Perry onset of Adidas Finishline Commercial in Atlanta, GA in 2017
- MUA for models featured in independent magazines in USA
 - Work closely with Events Team of Ink Entertainment to be Makeup Artist inside their Toronto clubs such as Cabana, Cube, and Uniun for special events
 - Freelance MUA and Beauty Advisor for personal client base/on request, videoshoots and photoshoots
 - Brand ambassador, MUA and salesperson around Toronto for Pari Beauty inside Sears and Corporate locations
 - Brand Ambassador and MUA for industry beauty line Inspire Cosmetics owned by Ford Model and TSC host Wendy Crystal at Industry Entertainment Events. Ex) Fashion Shows, Argos Cheerleaders, Competitive Dance Teams and more
- MUA for 2 years at Cabana Day Party in Toronto alongside Hair Stylist
- MUA for TST Network TV hosts
- Beauty Advisor/MUA for Lil Yachty and Perry Finishline commercial
- Personal MUA for Ice T's daughter TTeav

Photographer / Videographer

Freelance - Toronto,
ON.
January 2007 to Present

- World Battle of the Beatmakers 2012 videographer for documenting/media team
- Toronto club events company "Comeback Season" photographer
- Photographer for Toronto art festival Manifesto 2012 documenting/ media team
- independent artists' and models' personal photographer
- photographer for Industry DJs like HoodHard Hitmakers DJ coalition founded by DJ Aaries; DJ Pressure

Performer / Artist / Content Creator

Freelance- Atlanta, GA
June 2005 to Present

- performed Spoken Word as entertainment at Dance Competitions, Open Mics, Showcases since 15yrs old
- hired for paid spoken word gigs at 17 at music/art festival in East Toronto as well as different schools as an motivational speaker/entertainment for highschool assemblies
- performed as a neosoul, hiphop and rap artist at various showcases at 18 yrs old til now in atlanta as well
 - worked on songwriting placements with platinum producers and writers including : Attitude, 88 Fingaz, Lamar Taylor, Mika Means
 - started in film and TV Jan 2019 and was placed as background actress in Fox TV show "Star" with Brandy who complimented me for my style which I did myself ; directors also showed favor by placing me in each shot beside or behind Brandy and Queen Latifah
 - currently preparing single release by platinum producer Deraj Global who contacted me to work together
 - currently working with MTAC Branding and Talent Solutions as an Agency with DJ Sincere and DJ Prince Kennedy for placement of TV/Film show content and Music placements and bookings

Music & Dance Enrichment Teacher

Birmingham Boys & Girls Club

Birmingham, AL - January
2016 to June 2016

- Teach children ages 4-12 enriching lessons about World Music and Dance during after-school program
- go to multiple schools a week to teach
 - organize lessons and activities for separate age groups from goal setting to how to differentiate genres and how to go about creating different cultural music and dance
 - assign end of year presentations

Brand Ambassador

SDI Marketing - Toronto, ON
Aug 2013 to Dec 2014

- deliver key messages about Mastercard and its variety of brands onsite of activations to consumers at Sports Games, Post Secondary Schools and events
- efficiently and correctly recruit applicants for Mastercard to drive sales
- reward applicants with swag and promotional material

Brand Ambassador

Prime Marketing - Toronto,
ON May 2012 to
June 2013

- tour Ontario with the team for different activations - promote top client's new products at events, festivals, tradshows, stores, outdoors, etc - manage inventory and promotional material

Brand Ambassador

G98.7FM - Toronto,
ON
May 2012 to May 2013

- attend remote live radio setups at events to represent the station
- engage with pedestrians/listeners in person to create memorable experiences for marketing purposes
- distribute promotional swag to pedestrians

Radio Host

CHRY 105.5FM - Toronto,
ON. Sept 2011 to
June 2012

- community news announcer live on a CHRY News segment
- practice script in minimal time before show and read it live
- adhere to radio expectations and regulations

EDUCATION

Associate in Entertainment Business - Dean's List

SAE Institute of Technology - Atlanta,
GA September 2018 to May 2020

Bachelor's in Communication Studies - Honors Degree

York University - Toronto, ON
September 2010 to September
2013

SKILLS

- photography (10 yrs)
- makeup artist/beauty advisor (8 yrs)
- Admin Experience (9 yrs)
- Natural Hair Stylist (8 yrs)
- Cooking Experience (10 yrs)

ADDITIONAL INFORMATION

@V4Vrletta @VerlettasView @V4_Ent
www.youtube.com/ViewVerletta