

AMANDA SEVERSON

MODERN CUTS WITH CLASSIC DETAILING, FIT, FORM AND FUNCTION

"I really enjoy working with Amanda. She's the only person who is willing to explore new hairstyles with me, and knows how to coordinate with my personal style really well. I love when people ask me about my hair, because I get to refer them to Amanda."

Aaron Ueda
Client

"Amanda is a natural goal setter with a compassionate and loyal personality who always strives to achieve higher goals. She has a great ability to adapt to a variety of people and situations. Amanda would be perfect for any career where she can share her individual style along with her creative thinking."

Courtney Osuka
Lead Aesthetician, Benefit
Brow Bar

"Amanda continuously tries to learn new techniques in order to better herself. She pays attention to detail while making our customers feel comfortable. This willingness to learn exhibits care as well as professionalism."

Valerie Carpenter
Clean Cut Haircuts for Men
Owner

WORK HISTORY

Owner /Founder **Men's Hall Haircuts & Grooming Bar** **2016-Present**

Shift Manager **Supercuts** **2013-2015**

Voted Number One Hair Salon for 2012 by Honolulu Advertiser Daily Newspaper. 85% male customer base.

- Rapidly build loyal male clientele by advocating and executing bold, modern, polished cuts
- Train and develop employees
- Known as "the fixer" for the skilled ability to rescue botched haircuts

Sales Manager **K&W Trading Inc.** **2012-2013**

Sales Manager for the leading wholesaler and manufacture of Hawaiian Silver jewelry

- Increase total sales by 10% in first 6 months in saturated market by developing new accounts
- Create monthly sales promotions generating 20% sales growth for existing accounts
- Manage inside sales representatives and collections department including developing past due account aging tracking and protocol. Reform international shipping and tariff billing.
- Plan and execute visual display for multiple national tradeshow

Benefit Brand Ambassador **Macy's Ala Moana/Benefit Cosmetics** **2011-2012**

Create exposure and brand awareness in the Hawaii community, establish Benefit's first Brow Bar in the State of Hawaii

- Ensure growth of Brow Bar by scheduling appointments, up sell services, re-books, customer relationship and satisfaction.
- Train employees on how to market products, manage counter operations, and prepare visual displays.
- Plan and participate in Benefit and Macy Campaigns

Brand Sales Manager **Duty Free Galleria/ Benefit Cosmetics** **2008 -2011**

Benefit Cosmetics Brand Sales Manager within Duty Free, the world's leading luxury retailer catering to the traveling public. Responsible for driving product sales and improving customer experience within a dynamic, cosmopolitan environment

- Increase Benefit sales 60% through staff development and converting the non-buyer to buyer
- Plan seasonal sales events, coordinate with Japanese, Korean and Chinese marketing support
- Serve as Leader on Duty: lead daily manager meetings, track sales, conduct daily staff meetings, resolve conflict, incentivize employees through monthly recognition program
- Implement beauty department service Innovation Training for 70 staff: pocket meetings, staff empowerment and rotating education focus.
- Plan and execute first annual three day red-carpet celebration for over 300 employees
- Plan and execute First Annual Black Dress event including special drawings and makeovers

EDUCATION

Wahl Men's Haircutting Class

July 2015

Stylist's Approach to Men's Haircutting

June 2015

American Crew Academy, Method 02

May 2015

American Crew Academy, Method 01

March 2014

National Taiwan Normal University, Mandarin Studies

September 2011

The Headmasters – School of Hair Design, Cosmetologist License

Portland Community College, Interior Decorating Certificate

COMMUNITY OUTREACH

Dress for Success at the YWCA, Personal Shopper

2011-2015

Going Places Network, at the YWCA, Mentor

2013-2015

Look Good...Feel Better for American Cancer Society, Cosmetic Instructor

2013-2015

Professional Image Consulting, University of Hawaii Business Etiquette Seminar

2013