Gabriela Santos

Beauty Advisor

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SKILLS

- Skincare
- Makeup Application
- Color Matching
- Product Knowledge
- Clienteling
- Customer Service
- Retail Sales
- POS System
- Interpersonal Skills
- Teamwork

EDUCATION

High School Diploma 06/2021

Coral Reef Senior High School

Miami, FL

CERTIFICATES

Customer Service and Sales Credential

10/2021

NRF Foundation (RISE Up)

SUMMARY

Beauty advisor with 5 years in prestige cosmetics, the last 3.5 at a multi-brand beauty store averaging $38,000 in monthly sales. Matches foundation shades, builds skincare routines from a short consultation and keeps a clienteling list of 300+ regulars, with product knowledge across 40+ skincare and makeup brands.

EXPERIENCE

Beauty Advisor

04/2023 - Present

Coral Gables Cosmetics & Fragrance — Miami, FL

Multi-brand prestige beauty store with 18 advisors.

- Sell an average of **$38,000** a month in skincare, makeup and fragrance, 110% of personal goal in 2025.
- Run 15-20 skincare consultations a day, building 3-step routines by skin type, concerns and budget.
- Perform makeup application for weddings, events and lessons, booking about 25 paid services a month.
- Maintain a clienteling list of 300+ regulars, sending launch and refill messages that drive about 30% of sales.

Cosmetics Sales Associate

08/2021 - 03/2023

Sunset Drive Department Store — Miami, FL

Cosmetics floor of a full-line department store.

- Matched foundation shades for **20+** customers a day across 6 makeup brands, including deep and olive skin tones.
- Enrolled 40+ customers a month in the store loyalty program, the highest count on the cosmetics floor in 2022.
- Set up counter displays for 4 seasonal launches a year with brand education staff and visiting makeup artists.
- Tracked tester and sample use in the POS system each week, feeding the counter manager's monthly orders.