

# [Your Name].

BEAUTY INDUSTRY ACCOUNT MANAGER · CUSTOMER-FACING PROFESSIONAL · CHELMSFORD

- [your.email]@[domain].com
- +44 7000 000 000
- Chelmsford, Essex
- linkedin.com/in/[yourname]
- youtube.com/[your-intro-video]

01 · ABOUT ME

## Personal statement.

I came into beauty through a BTEC in theatrical makeup, where I won *Student of the Year* at college in 2009, and have spent the fifteen years since on counter for some of the most demanding brands in the industry. Clinique. Kiehl's. Estée Lauder. The thing that's kept me here isn't the products. It's the regulars. Customers who book their Saturday catch-up as much as their next moisturiser.

Building that kind of trust through chunky targets and three brand transitions is the work I'm proud of. I do my best work in teams that are honest about what isn't working, not just what is. And I'd rather train someone properly the first time than fix it six months later. Outside work, *[a real thing about you: your dog, your weekend habit, the band you're in. Something a recruiter can ask about at interview.]*

02 · KEY SKILLS, WITH PROOF

## What I'm good at, and where to look.

SKILL · PROVE IT

### Client relationships, at the high end.

Built a personal clientele across the Clinique, Kiehl's and Estée Lauder counters at Debenhams Chelmsford over thirteen years. Many regulars followed me through all three brand moves. Repeat bookings consistently above counter average.

SKILL · PROVE IT

### Team leadership without the title.

As Consultant / Assistant Manager at Clinique for nearly eight years, ran the counter in the manager's absence: rotas, daily flash briefings, training new starters, paperwork and target ownership.

SKILL · PROVE IT

### Social media & in-store eventing.

Part of the Debenhams Beauty Club social influencer team at Kiehl's: Facebook live streams, in-store events, counter activations. Events I built typically lifted the day's takings well above forecast.

SKILL · PROVE IT

### Hitting targets and KPIs.

Held personal £ targets and KPIs across three Estée Lauder Companies brands. Back to target within the first quarter after every brand transition. Contributed to setting wider counter targets at Estée Lauder.

SKILL · PROVE IT

### Brand transitions, fast.

Three moves inside Estée Lauder Companies: Clinique → Kiehl's → Estée Lauder direct. Each one a different range, different selling style, different KPIs. Each one back to target inside the first quarter.

SKILL · PROVE IT

### Business support & admin.

In my current temp role at Chess Environmental, support two directors day-to-day, raise client invoices, process payroll requests and keep social channels live. Proficient across MS Office; GDPR-compliant on records.

03 · CAREER HISTORY

## Where I've worked, and what I did there.

### Admin Assistant

Chess Environmental Limited · Braintree

Mar 2020 to Present

CURRENT · TEMP

↳ Joined as temp support during retail closures; ongoing as needed.

RESPONSIBILITIES

- Handle inbound calls and emails from existing and prospective clients
- Support the two directors day-to-day: diary, correspondence, follow-ups
- Raise client invoices; process payroll requests for staff
- Keep the company website and social channels refreshed

KEY ACHIEVEMENTS

- ★ Bridged a long retail career into office work. Picked up systems and rhythm inside the first month
- ★ Trusted with payroll and invoicing as a temp. Usually permanent-staff work

**Account Manager**  
Estée Lauder · Debenhams, Chelmsford

↳ Reason for leaving: counter closed during the Debenhams administration in 2020 and 2021.

RESPONSIBILITIES

- Day-to-day management of the counter: rota, training, daily flash briefings
- Customer consultations and repeat client relationships across skincare, makeup and fragrance
- Weekly and monthly business reporting; daily data entry via counter iPads; GDPR-compliant booking records
- Selling and upselling: counter targets, commission targets, product-knowledge events

KEY ACHIEVEMENTS

- ★ Held personal £ target consistently across the role
- ★ Helped the counter meet KPI objectives through ongoing analysis and direction-setting
- ★ Used social media and in-store "eventing" to drive counter and commission targets

**Account Manager**

Nov 2017 to Jun 2019

Kiehl's since 1851 (L'Oréal) · Debenhams, Chelmsford

↳ Reason for leaving: progression to Account Manager role at Estée Lauder.

RESPONSIBILITIES

- Counter management: rota, training, daily briefings, target setting
- On-counter consultations using iPads and skin hydration meters
- Tester ordering, stock management; Facebook live streams for the Debenhams Beauty Club page

KEY ACHIEVEMENTS

- ★ Member of the Debenhams Beauty Club social influencer team
- ★ Designed and led in-store events that drove measurable lifts on event days
- ★ Hit personal and counter £ targets across the period

**Consultant / Assistant Manager**

Mar 2010 to Nov 2017

Clinique (Estée Lauder Companies) · Debenhams, Chelmsford

↳ Reason for leaving: brand move within Estée Lauder Companies to Kiehl's.

RESPONSIBILITIES

- On-counter consultations: skincare, skin physiology, custom makeup and tuition
- Built and maintained a long-term personal client base
- Ran the counter in the manager's absence: rotas, targets, paperwork, reports
- Attended brand training and passed the Clinique accredited consultant exam

KEY ACHIEVEMENTS

- ★ Held the post for nearly eight years. Through two manager changeovers
- ★ Earned the Clinique accredited consultant qualification
- ★ Hit personal £ targets and KPIs consistently across the period

**Banqueting · Bar · Conferencing** Aug 2005 to Jun 2011 The County Hotel · Chelmsford

Front-of-house and silver-service banqueting up to 200 covers; Crystal Ballroom bar for VIP events; till management, cash reconciliation, stock control. Worked weekends alongside the early Clinique years.

04 · INTERESTS & HOBBIES

**The bits outside work.**

01 · PET, HOBBY, RITUAL

[The thing your life revolves around: pet, garden, the dog. Something a recruiter could ask about.]

02 · ACTIVE

[Team thing or solo thing: running, sea swim, walking. Be specific, not "fitness".]

03 · CREATIVE

[Something creative: photography, baking, painting, writing.]

04 · VOLUNTEER

[If you volunteer or give time to something: keep it specific and real.]

05 · EDUCATION

**Where I trained.**

**Thurrock & Basildon College** · 2007 to 2009

Level 3 BTEC National Diploma in Performing Arts Design: theatrical & Media Makeup, with Business.

MERIT

★ STUDENT OF THE YEAR, 2009

**Moulsham High School** · 11 GCSEs A\* to C

Including Graphics A\*, English Literature A, French A, English Language B, Maths B, Drama B.