



Curriculum Vitae – **DANNY G. PULIDO**

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EDUCATION & LICENSURE

❖ **Licensed Cosmetologist #: KK 524304**

Valid until: 03.31.2015

California Board of Barbering and Cosmetology

2010-2011 - Milan Institute of Cosmetology – Clovis, Ca.

- Certificate of Completion

2011-2012 – Vidal Sassoon Advanced Academy - Santa Monica, Ca.

- ABC Haircutting & Colouring

SKILLS & CERTIFICATIONS

- PRAVANA® Certified Colorist
- PRAVANA® Perfection Blowout Specialist
- Vidal Sassoon Haircutting/Color techniques
- RUSK Certified Colorist
- BABE Hair Extensions Certified
- SATIN SMOOTH Certified
- Design Essentials Chemical Relaxer Certification
- Business Fundamentals Certificate
- Needs Assessment
- Bilingual – English, Spanish
- 10+ years customer service experience
- Type 50wpm
- Microsoft Office/Graphic Design
- MINDBODY Scheduling Software

PROFESSIONAL EXPERIENCE

Jan. 2014 – Present – Texture Hair Salon – Salon Manager/Hairdresser/Men's Waxing Specialist

Responsible for:

- Managing day to day operations.
- Meet and greet all clients.
- Maintained a positive salon morale.
- Thorough communication with both Clients and Stylist's.
- Inventory control and ordering.
- Daily bank deposits.
- Ensured all stylists concerns were addressed.
- Ensured client customer service needs exceeded.
- Scheduled stylist's continuing education courses.
- Monthly salon meetings.
- Answered phones, scheduled client appointments.
- Housekeeping and salon maintenance.

Apr. 2012 – Nov. 2013 – Salon DG – Salon Owner/Hairdresser/Men's Waxing Specialist

Managed salon staffed at max capacity of 15 Hairdressers, Manicurist, & Massage Therapist.

❖ **Sales & Profit**

Responsible for:

- Meeting or exceeding salon sales and profit plans.
- Meeting or exceeding Customer expectations.
- Communicated with salon owner regarding issues and needs.
- Purchased all service supplies and retail products
- Timely inventory replenishment.
- Controlled shrinkage and back bar and service supply usage/waste.
- Proper execution of all existing systems and procedures, and ownership of new system implementations and processes.
- Price integrity in the salon, including timely completion of permanent price changes.
- Ensured that all price changes are communicated through the approved channels, and report all deviations to the Salon owner.
- Daily Bank draws/deposits
- Housekeeping and maintenance in the salon.

❖ **Expense Planning & Management**

Responsible for:

- Adhering to annual expense budgets for salon to achieve profit goals.
- Monitored salon payroll and non-payroll expenses to achieve annual expense % goals.
- Wrote payroll checks to commission stylist's.
- Controlled training and travel expenses.

❖ **Individual Development**

Responsible for:

- Conducting timely reviews and communicating development needs with direct reports. Set goals and identify areas for improvement.
- Rearranged and adjusted work schedules as needed to recruit, gave presentations in schools, attended meetings, shows and classes.
- Recruited, interviewed, selecting and retained quality associates and ensured all positions are filled in a timely manner.
- Maintained high salon morale through efficient, timely communications of policies and other information. Followed through on all concerns or problems that developed within the salon.
- Provided effective coaching in order to improve performance of all hairdressers.
- Provided recognition and support to meet personal sales goals.

Mar. 2011 – Jul. 2012 – Assistant for Vidal Sassoon Hairdresser Maegan Stemwedel – Reflections Salon

- Responsible for greeting clients.
- Client consultation
- Setup and take down of all procedures
- Assist with advanced color applications (3-color Highlighting, lowlighting, balayage)
- Vidal Sassoon Haircutting Techniques
- Shampooing
- Confirm all scheduled appointments
- Responsible for mixing of color according to client record or as instructed.
- Retailing – Sold over \$600.00 per month in product.

Jan. 2010 – Feb. 2011 - Milan Institute of Cosmetology – Clovis

- Experience in performing current, fashionable and age appropriate hairstyles.
- Skilled in analyzing hair condition, shampooing and treating hair.
- Ability to study facial features, examine potential styles, confer with customer and making recommendations
- Proficient in arranging, shaping, curling, cutting, trimming, setting, bleaching, dyeing, and tinting hair.
- Ability to acknowledge, greet and converse with guests.
- Product knowledge of Redken, Design Essentials, Rusk, BioElements, and OPI.
- Performed haircuts, styling, and therapeutic hair and scalp treatments.
- Recommended hairstyles to customers based on hair and physical characteristics.
- Sold hair care products to customers.
- Respond to guest complaints and ensured the privacy of each guest.
- Kept workstation clean and disinfected all tools such as scissors and combs.
- Cut, trim and shape hair or hairpieces, based on customers' instructions, hair type and facial features, using clippers, scissors, trimmers and razors.
- Scheduled client appointments.
- Update and maintain guest information records.

****References available upon request.****