

Xeng Zulueta

Makeup Artist

xengzulueta@yahoo.com

Summary

Makeup Artistry is my main expertise and day-to-day job. Skin care, beauty & creative concepts for retail, fashion & bridal are second. Extensive background in luxury retail branding & imaging & enjoy producing campaigns and look books for on-line retail/e-commerce.

Experience

PR/Marketing & Social Media Operations at Wanderlust Swimwear Corp

November 2012 - Present (10 months)

PR, Marketing, Business development, creative direction & social media operations for international Online retail & e-commerce for swimwear that's made in the Philippines

Creative Director at Wanderlust Swimwear Corporation

2012 - Present (1 year)

Producer of photo shoots, look books, seasonal ad campaigns & catalogs for Wanderlust Swimwear's e-commerce/on-line store.

Quality control & fit issues, involved in the style selection of swimwear designs from season to season.

Makeup Artist at Makeup Artist

July 2008 - Present (5 years 2 months)

2013 marks 14 years of experience in the realm of beauty, skincare and makeup for TV, Film, Fashion & weddings.

Expertise in skin care, beauty, wellness, cosmetics.

Technical expertise in teaching about skin care, makeup and grooming.

Written expertise in beauty & wellness.

Brand Manager at Wanderlust Swimwear Corp

January 2012 - November 2012 (11 months)

Day-to-day operations, sales, business development, branding & creative direction for International online retail & E-Commerce for swimwear that's made in the Philippines.

SHU UEMURA International Elite Makeup Artist at L'Oreal

May 2007 - July 2008 (1 year 3 months)

1 of 15 Internationally accredited and recognized to represent the brand Shu Uemura in all of its PR efforts

such as: Photo shoots, launches, VIP services, Workshops and other PR activities.

SHU UEMURA Chief Makeup Artist at L'Oreal

May 2005 - May 2007 (2 years 1 month)

SHU UEMURA Training Manager & Chief Makeup Artist at L'Oreal

August 2002 - May 2004 (1 year 10 months)

Senior Technical Recruiter at IT Convergence

December 2000 - February 2002 (1 year 3 months)

Managed up to 70 consultants on world-wide project sites by personally handling concierge services such as: Airline, hotel & Transportation reservations and cross-checking all expense reports and billed hours.

Technical Recruiter at IT Convergence

June 2000 - December 2000 (7 months)

Client Service Representative at Regus

October 1998 - November 1999 (1 year 2 months)

In-charge of day-to-day operations covering all clerical and personalized concierge service for all business center clients.

Boutique Manager at Manolo Blahnik

August 1997 - September 1998 (1 year 2 months)

Personal Shopper & Sales Associate at Emporio Armani - Manila

1996 - 1997 (1 year)

Sales Associate at DKNY

December 1995 - June 1996 (7 months)

Skills & Expertise

Public Relations

Cosmetics

Beauty Industry

Makeup Artistry

Skin Care

Fashion

Styling

Photo Shoots

Runway

Fashion Shows

Luxury Goods

Celebrity

Merchandising

Retail
Brand Management
Brand Development
Creative Direction
Editorial
Social Media
Product Development
Social Networking
Television
Apparel
Sales
Personal Care
Airbrush
Artistry
Lifestyle
Fashion Photography
Makeovers
Magazines
Stylists
Luxury Lifestyle
Social Media Marketing
Luxury
Marketing
Art Direction
Packaging
Publicity
Brand Awareness
Store Management
Music Videos
Skin Care Products
Digital Marketing
Commercials

Education

DINAIR Airbrush Systems

Certificate, Airbrush Makeup, 2002 - 2002

OnSet Hair Productions Academy

Certificate, Period Hair Styling, 2002 - 2002

The London School of Beauty & Makeup

Certificate, Makeup, Beauty, 1999 - 1999

De La Salle University

AB-Human Resources, 1992 - 1995

De La Salle Zobel

1980 - 1992

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[Contact Xeng on LinkedIn](#)