



Antonella Errico

Make-up Artist with fashion campaign experience, pursuing a Master's in Fashion Business Management.

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Languages

Italian (Native)

English (Fluent)

About

Experienced retail professional with a strong background in beauty and fashion. Proven success as a shop assistant at Chimera Recruitment, delivering personalised customer service and driving sales. Adaptable, detail-oriented, and committed to enhancing the shopping experience.

BRANDS WORKED WITH

Chimera Recruitment

Thun Shop Corato

Experience



● Beauty Shop Assistant (Agency)

Chimera Recruitment | Oct 2023 - Dec 2023

Made significant contributions to various beauty stores by providing customer service and product knowledge in the make-up, skincare, and fragrance departments. Proactively engaged with customers to understand their needs and offer personalized recommendations, resulting in increased sales and customer satisfaction.

● Freelance Translator

| Jul 2022 - Jan 2023

Leveraged my linguistic expertise to provide accurate and culturally sensitive translations for various documents and websites. Successfully conveyed the nuances of Italian and Apulian culture, contributing to the promotion and appreciation of Italian heritage. Demonstrated exceptional professionalism and reliability in meeting tight deadlines and delivering high-quality translations that met the needs and expectations of clients.

● Salesperson and Stock Manager

Thun Shop Corato | May 2020 - Sep 2022

Distinguished myself as a top-performing salesperson by consistently exceeding sales targets and driving revenue growth. Demonstrated a strong aptitude for product presentation and promotion, effectively showcasing products to customers and enhancing brand visibility. Displayed exceptional organizational skills in managing stock inventory and ensuring product availability. Implemented strategic stock management practices to optimize stock turnover and minimize discrepancies, contributing to improved operational efficiency.

● Freelance Make-up Artist and Beauty Content Creator

| Sep 2018 - Now

Excelled in providing exceptional make-up artistry services for various projects including editorial shoots, fashion events, and bridal parties. Received consistently positive feedback from clients for my attention to detail and ability to create stunning looks tailored to their preferences. Played a pivotal role in collaborating with costume designers, set designers, photographers, and stylists to ensure seamless execution and achieve cohesive visual aesthetics. Contributed innovative ideas and creative input to elevate the overall quality of projects. As a content creator, demonstrated a keen understanding of industry trends and consumer preferences. Produced engaging content across multiple digital platforms including videos, articles, and photos, garnering positive engagement and growing a loyal online following. (IG/TikTok: @makeupbyants)

Education & Training

2024

● University for the Creative Arts

Master of Arts,

- **SSML Carlo**
Bachelor of Arts,