



# Aaleyah Mercer

Luxury retail makeup artist & skincare specialist.

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## Languages

- English (Native)
- Spanish (Work Proficiency)

## About

I am an experienced retail and beauty specialist with 6 years in luxury retail at Harrods, Selfridges, and Westfield. Skilled in makeup application, customer service, stock management, and sales. Certified CIDESCO skin specialist and Charlotte Tilbury trained. Passionate about creating memorable shopping experiences.

### BRANDS WORKED WITH

- Charlotte Tilbury , Harrods
- Too Faced
- Fenty Beauty

## Experience

### ● Retail Artist

Charlotte Tilbury , Harrods | Jul 2022 - Now

Currently working part-time at Charlotte Tilbury in Harrods Knightsbridge. I am CIDESCO skin specialist trained and also Charlotte Tilbury certified in makeup application. This has now expanded to recent fragrance advisor certification. Within my role I have held client masterclasses, hosted private events for our VIP customers and won several company incentives for achieving KPI's, My skills from this role include direct sales, private artistry for makeup appointments, content creation for social media, consistently hitting KPI's and tracking sales, stock management, counter housekeeping and generating counter incentives. I currently work in the Harrods store with approval. During my time in this role I have developed delivering an exceptionally high standard of customer service and built long-lasting client relationships in one of the most luxury department stores worldwide.

### ● Makeup Artist

Too Faced | Mar 2020 - May 2022

Based in both Westfield Stratford City and Selfridges London, I worked as a makeup artist and beauty advisor for two years under Estee Lauder companies for Too Faced. This allowed me to venture into the world of luxury retail as well as a fast paced diverse environment in one of London's busiest shopping centres. Skills include make-up application, stock management, achieving KPI's, general housekeeping and direct sales.



### ● Technical Beauty Specialist

Fenty Beauty | Apr 2019 - Feb 2020

I began my makeup artistry journey at Boots in Westfield Stratford City as a technical beauty specialist for Fenty Beauty by Rihanna. I had the privilege at such a young age to launch the brand in our store as it was announced nationwide and it was a great success. My job role included managing stock, serving high volumes of customers, makeup application and excellent customer service. I have also been on a number of training sessions with KENDO brands who own Fenty Beauty and Ole Henriksen where I have been trained in depth on both beauty and skincare in order to complete duties within my job to the highest standard,. The location has also strengthened my

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## Education & Training

### 2022 - 2024 ● University of Essex

Bachelor of Science,

### 2018 - 2022 ● Sheffield High School

Sixth Form,,

2013 - 2018 ● Marshalls Park Academy  
GCSE's,