JULIAN MERCER

MAKEUP ARTIST

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PROFESSIONAL SUMMARY

Licensed Makeup Artist with 8+ years in retail beauty, bridal, and on-set work. Matches complexions across a wide range of skin tones, keeps kits clean and sanitized to state-board standards, and builds repeat clientele through consistent, camera-ready results.

PROFESSIONAL EXPERIENCE

Senior Makeup Artist Mar 2022 - Present
MAC Cosmetics, San Francisco, CA

- Complete about 25 full-face applications a week at a flagship counter, producing $9,000 in average weekly sales through consultation-led recommendations.
- Built a bridal booking list of 60 events a year by following up each trial with a written face chart and photo reference.
- Raised add-on sales to 2.3 items per transaction by showing prep and finishing products on the client's own face.
- Train new artists on foundation matching, color theory, and lash application in a two-week onboarding block.
- Maintain brush sanitation and single-use applicator protocols that meet California board of cosmetology standards.
- Led a pro-artist event with 40 attendees on editorial and soft-glam looks, converting 18 into pro-discount accounts.

Makeup Artist Jan 2019 - Feb 2022
Bobbi Brown Cosmetics, San Jose, CA

- Delivered 1:1 makeup lessons that converted 54% of guests into purchases, above the counter average.
- Matched foundation shades for clients with deep and olive undertones, cutting returns on base products by about 15%.
- Collected client preferences in a digital book of 350 contacts, driving repeat visits through seasonal appointment reminders.
- Applied makeup for 30+ headshot and wedding bookings on weekends alongside counter work.

Makeup Artist and Freelance Set Artist Jun 2016 - Dec 2018
Sephora, Los Angeles, CA

- Completed 20 to 25 makeovers a week in the store's beauty studio, matching products to each client's skin type and tone.
- Worked weekend bookings as a set makeup artist on commercials and independent films, maintaining continuity across 12-hour shooting days.
- Kept detailed continuity photos and written notes for every principal actor so makeup matched across shooting days.
- Prepared makeup for HD cameras and bright lighting by adjusting powder, color correction, and skin prep for each cast member.

CORE SKILLS

Foundation color matching | Bridal and event makeup | Editorial and camera-ready looks | Color theory | Airbrush application | Lash application | Skin prep and skincare | Brush and kit sanitation | Continuity photography | Client consultation | Retail selling | Product knowledge | Face charts

EDUCATION

Certificate in Professional Makeup Artistry, Cinema Makeup School, Los Angeles, CA

CERTIFICATIONS

Esthetician License, California Board of Barbering and Cosmetology | Bloodborne Pathogens and Infection Control Training