
Crystal D. Lewis

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Professional Summary:

Dynamic and result-driven cosmetology professional with over three decades of experience in hairstyling, makeup artistry, and brand management. I have a proven ability to identify and implement the latest trends while providing exceptional client service, with a strong background in product innovation, trend analysis, and cross-functional collaboration. I am passionate about developing creative solutions that enhance the customer experience and their beauty experience.

Skills & Competencies:

- Industry Expertise
- Trend & Market Analysis
- Communication Skills
- Problem-Solving
- Product development
- Team Collaboration & Leadership Abilities
- Decision-Making
- Education and Training
- Adaptability and Forward Thinking

Professional Experience:

I Say Yes Salon & Spa ® President/Owner

Nov 2012-Present

- Created my cosmetic line called KRUSTALLOS BRAIANT circa 1973™
- Developed consistent service to increase our customer base.
- Designed day-to-day operations, including setting schedules and managing employees, conflict resolution, and employee training.
- Provide a healthy environment and excellent customer service.
- Researching and purchasing products that contain natural and healthy ingredients has helped customers improve hair health and appearance.
- Helped clients with routines and products that improved their comfort and skills in haircare, skincare, and makeup for use at home.
- Handled customers' hair maintenance needs with expertise in shampooing and conditioning, cutting, and styling hair.

Professional Freelance Hair and Makeup Artist

September 2012-Present

- Proficient in various hair-cutting, styling, and makeup application techniques.
- Ability to interpret client needs and translate them into unique and personalized looks.
- Excellent communication skills for understanding the client's preferences and building rapport.
- Meticulous focus on achieving precise and flawless results.
- Familiarity with a wide range of professional hair and makeup products.
- Adaptability to work effectively with directors and producers in different environments and with diverse clientele.

Social Media & YouTube Content Creator

April 2020-Present (Beauty & Education)

- Created engaging video content focused on hairstyling techniques, makeup, tutorials, and industry insights.
- Growing an audience by sharing expert advice and beauty transformations.
- Collaborated with brands and professionals to highlight innovative products and techniques.

ZOTOS International Professional Design Educator for Henkel Corporation

May 2017-Jan 2021

- Provided education and training to distributors of CosmoProf and Sally's Beauty.
- Responsible for all of New Jersey, Pennsylvania, and Delaware stores.
- Was involved with the research and development of the new Henkel Haircare products
- Improved customer relations by modeling store standards and brand principles.
- Maintained continuity of leadership by filling in for the store manager and backing up management directives.
- Promoted teamwork and collaborated with associates to accomplish daily calculated goals.
- Developed lessons, activities, and materials to cover the required course material

**Healthcare Cosmetology Services, Inc., Masonic Village at Burlington
Salon Manager Position**

July 2018-May 2022

- Recruiting, hiring, firing, training, and coaching salon staff as needed.
- Oversaw daily operations in the salon
- Improved customer relations by modeling salon standards and brand principles.
- Responsible for maintaining continuity of leadership by filling in when needed.
- Responsible for ordering and reordering beauty products and supplies.
- Apply hygiene practices and standards in the salon and at each station.
- Promoted teamwork, collaborating with the team to accomplish daily calculated goals.
- Greeted customers and asked open-ended questions to assess needs.
- Excellent organizational and communication skills.
- Received payments from clients and tracked all transactions.

Education & Certifications:

**Empire Beauty School, Cherry Hill, NJ - Instructor/Teacher Diploma
Cosmetology/Hairstyling Education Program 2023**

Business and Marketing Training- LAEDA Entrepreneurship Program 2012

Aveda Trainer and Color Specialist-2007

Gordon Phillips Cosmetology School (now Empire Beauty School), 1992

**Northern Burlington Regional High School, McGuire Air Force Base, NJ
1991**

Reference: Upon Request