

 (555) 123-4567

 oliviamartinez@email.com

 Los Angeles, CA

EDUCATION

California Cosmetology License

California State Board of Barbering and Cosmetology | Active since 2012

Certified Salon Manager

Professional Beauty Association | 2018

Community Involvement

- Volunteer Hairstylist at Los Angeles Homeless Shelter, providing free grooming services to underserved populations twice a month since 2017.

SKILLS

- Salon operations management
- Staff hiring and training
- Client retention strategies
- Financial budgeting and forecasting
- Inventory control
- Hair styling expertise
- Customer service excellence
- Marketing and promotions
- Health and safety compliance
- Appointment scheduling software

OLIVIA MARTINEZ

OWNER OPERATOR

PROFESSIONAL SUMMARY

Experienced hair salon owner operator with over 12 years managing a high-end salon in Los Angeles. Skilled in team leadership, client relations, and business growth, with a strong record of increasing annual revenue by 25% through effective marketing and service quality.

EXPERIENCE

- 2016 - 2025

Owner Operator

Luxe Locks Hair Studio / Los Angeles, CA

- Founded and grew a boutique hair salon to a loyal clientele of over 500 regular customers, increasing revenue by 25% annually through targeted local advertising and effective referral programs.
- Directed all aspects of daily operations, including recruiting, training, and scheduling a talented team of 8 stylists and assistants, improving staff retention and productivity.
- Implemented salon management software that optimized appointment scheduling and inventory control, reducing client no-shows by 15% and streamlining supply ordering.
- Negotiated favorable contracts with suppliers to secure discounts on premium hair care products, lowering costs by 10% without compromising quality.
- Designed and launched seasonal marketing campaigns via social media platforms, which increased new client acquisition by 30% within the first year.

- 2013 - 2016

Assistant Manager

Glamour Hair Lounge / Santa Monica, CA

- Assisted the salon manager with overseeing day-to-day operations and staff supervision in a fast-paced environment serving over 300 clients weekly.
- Conducted client consultations to understand needs and provided recommendations, resulting in a 12% increase in retail product sales.
- Coordinated and delivered training sessions for junior stylists focused on enhancing technical skills and improving customer service standards.