



PAOLA D'AVENIA

MAKEUP ART

New York, NY - (347) -517-2606 paoladaveniamakeupart@gmail.com - www.paoladavenia.com

PROFILE

CURRENT POSITIONS

- Freelance Makeup Artist
- Web Communication and PR

PREVIOUS POSITIONS

- Beauty Editor
- Art Events Curator
- Art Teacher

MAKEUP CERTIFICATIONS

- Professional Makeup and Hairstylist Certification

AOFM (Academy of Freelance Make up), London, England – 2016

- Sanitation Standards by Sanitation Conversation (April 2020)

- Luca-Cides Safe Space (April 2020)

TECHINICAL SKILLS

- Extensive experience in editorial, fashion, runway, adv, and bridal makeup
- Experience that ranges from private clients to high-profile models to kids
- Great understanding of color principles and application of makeup based on skin tone
- Excellent knowledge of cosmetics ingredients and beauty products
- Careful to keep the makeup station clean and tidy
- Basic hairstyling knowledge and experience

INTERPERSONAL AND COMMUNICATION SKILLS

- Ability to listen carefully and

New York based, highly dedicated and skilled professional certified **Makeup Artist** with a background in **Art History** and a wide knowledge and experience in the makeup industry, developed in many different areas: fashion, **runway shows** (Milan, London, New York Fashion Weeks), editorial projects, look-books, videos, advertising, e-commerce, special events and bridal.

Work experience with professional models, photographers, fashion designers and high profile fashion houses and brands such as **Fendi, Moncler, Iceberg, Philipp Plein, Daks London, Piccione Piccione, Daizy Shely, Luisa Beccaria, San Andr s Milano, La Perla Lingerie, Ermanno Scervino**, and many others.

Great knowledge of makeup and **skincare products** and their different **ingredients** and **techniques**.

Eclectic, full of energy, determined and quick in learning new skills, with a natural capacity for **human relationships** and **communication**.

Well trained in finding quick solutions in difficult or unexpected situations. Able to work well independently or as part of a professional makeup team. Continuously up to date on current trends in cosmetics and the makeup industry. **Reliable, flexible** and **quick to adapt** in new environments.

Fluent in **English, Spanish** and **Italian** (reading, speaking, writing)

MAKEUP WORK HISTORY (2016 – 2020)

PHOTO SHOTS AND VIDEOS

PORTRAITS SESSIONS

Stylish & Hip Kids - Portrait Session and Kids Fashion Photo Shoots – Various Location - Brooklyn, NY

FASHION EDITORIALS (Hair & Makeup)

Fendi for Harper's Bazaar - Istituto Marangoni - **7HUES Magazine – LATEST Magazine - Switch Magazine – AY Magazine- YOKO Magazine - Istituto Marangoni – VECES Magazine - MILAN**

E- COMMERCE (Hair & Makeup)

Fendi Women's Collection F/W 17 - Men's Collection F/W 17-18 - Luisa Beccaria Pre Fal '17 Look book) - Movitra Spectacles S/S 2018 - MILAN

ADV and SOCIAL MEDIA (Hair & Makeup)

Veronica Ferraro Front Row Guest at New York Fashion Week S/S 2020 (Social Media) – NEW YORK - Movitra Spectacles Adv Campaign 2018 – Miidii A/W 2019 Collection Adv Campaign - QVC Italia QVC Next Campaign - Mercedes Benz Italia Style Ambassador Social Media Campaign - Diabolina TV commercial - Continental Italy, Video - Moncler Video - Yves Saint Laurent Beauty Social Media Campaign with Veronica Ferraro - Plein Sport Launch Campaign Video and Photo Shoot 2016 and 2017 - Philipp Plein Video for Air Force Plein Restaurant - - Philipp Plein (Pre-fall '16 Men's Collection) – Sisal Web Commercial 2016 and 2017 – MILAN

- follow instructions by lead makeup artists
- Respectful of clients, colleagues, workplace, schedules and timelines
- Compliance with the deadlines
- Great communication and socializing skills
- Strong team player
- Diplomacy

DIGITAL SKILLS

- Microsoft Office programs
- Windows , iOS
- Email
- Blogging
- Social Media
- Web Writing
- Basic Website Designing
- Webiste updating

OTHER PROFESSIONAL SKILLS

- Art Events Management and Promotion
- Content Creation for websites and social media

CREATIVE SKILLS

- Hand lettering
- Chalk Lettering
- Flamenco Dance

FASHION SHOWS

MILAN FASHION WEEK

Women S/S 2016, 2017 , 2018 F/W 2018, 2019

Shows: **Ricostru Tiziano Guardini - Iceberg –Chicca Lualdi (Lead Makeup Artist) - Piccione Piccione -Tiziano Guardini - Oxford Fashion Studio - Shenzhen Fashion - La Perla Lingerie - Luisa Beccaria & Tiffany & Co - Situationist - Daizy Shely - San Andres Milano - Atsushi Nakashima**

Front Row Guests: **Dolce & Gabbana Alta Moda** (Victoria Shelyagova, Suzanne McFayden Smith)
Fendi - Delfina Fendi

Men S/S 2018, 2019 F/W 2018, 2019

Shows: **Philipp Plein (Plein Sport) - Ermanno Scervino - Daks London - Federico Curradi - Malibu' 1992**

NEW YORK FASHION WEEK

Women - S/S 2018 Shows: **Manaola Hawaii - Vanessa Gounden- Runa Ray - Irina Vitjaz - Paxyma**

Men - S/S 2018 Shows: **Teddy Ondo Ella**

LONDON FASHION WEEK

Woman - S/S 2017 Shows: **Xiao Li** (presentation)

BEAUTY EDITOR

2018 May - December - **SWITCH Magazine** –Bologna, Italy - <https://www.switch-magazine.net/>

MAKE UP TRAINER

2018 – 2019

March 12th 2019 - **Makeup Class for Beginners** — Residenza Universitaria RUME – Palermo, Italy
October 24th and November 8th 2018 - **Makeup Class for Beginners** - Collegio Universitario Viscontea – Milan

SALES

2019

March 8th Euphidra Makeup Event – Makeup Sessions – Pharmacy Mercadante, Palermo, Italy
September 29th Organic Makeup Event – Makeup Sessions – Bioprofumeria Amatè, Milan

ADDITIONAL MAKEUP EDUCATION

Workshops and Masterclasses

2016 - 2020

ZOE TAYLOR Masterclass for Chanel (London) – **DANESSA MYRICKS Masterclass for Make Up Forever** (New York City, NY) - **KABUKI Magic Masterclass for Mac Cosmetics** (Milan)- **DANIELE LORUSSO Masterclass** (Mr Daniel Makeup, NABLA Cosmetics) (Milan) - **MICHELLE WEBB Runaway Makeup Masterclass for AOFM** (London) - **DANIELE LORUSSO Beginners Makeup Workshop** (Mr Daniel Makeup, NABLA Cosmetics) (Milan)- **MAKE-UP DESIGNORY (MUD) Workshops** - Smokey Eyes / Day of the Dead/Bridal /Cat-eye (New York City, NY)

ONLINE

Do You Skin Care - Skincare Masterclass - Mara De Marco & ProLab Academy
Skin Synergy Masterclass - Michela Wariebi for B3
Dimensional Skin for Women of Color - Danessa Myricks University
Pat McGrath Labs - Divine Smoke Masterclass
AOFM Masterclasses - Mac Pro, Melanie Mills, Vanity Venom

**FINE ART
INTERNSHIPS**

Collaborator
**MACRO
(MUSEO D'ARTE
CONTEMPORANEA
ROMA)** Collection
Department – Rome
(October 2009 -May 2010)

Curator and Director's
Assistant
**CONTEMPORARY ART
GALLERY
MONTELEONE**
Palermo, Italy (February-April
2009)

**DIOCESAN MUSEUM OF
PALERMO**
Guided Tours (Italian-
English- Spanish)
Palermo, Italy
(January-March 2008)

ADDITIONAL WORK EXPERIENCE

2011- Today

- Volunteer - **IN IT TOGETHER NYC** - Food Pantry: warehouse operations, packing, food distribution (June 2020 – Today)
- Web promotion and communication and Events Management for the “Books Communications Department” for **ARNOLDO MONDADORI EDITORE S.P.A.** Publishing Company – Collaborator, Milan (November 2011 - Present)
- Curator and Director's Assistant **GALLERY SENSEI**, Contemporary Art Gallery, New York City, NY (February 2014 - November 2015)
- Cashier and Host **SARAGHINA RESTAURANT** - Brooklyn, NY (2014-2015)
- **TEACHER OF ART HISTORY** - High School Specializing in Classical Studies -Palermo, Italy (November 2012-June 2013)

COLLEGE AND SCHOOL

2008 - 2009 Master Degree in MANAGEMENT AND ENHANCEMENT OF CULTURAL HERITAGE -University of Palermo, Italy
2005 – 2007 Master Degree in HISTORY OF ART - University of Palermo, Italy
2005 ERASMUS PROGRAM SCHOLARSHIP - Universidad de Barcelona, Spain
2001 – 2004 1st Level Degree in ARTS, FASHION and PERFORMING ARTS Major: ARTS - University of Palermo, Italy
1996 - 2001 High School Diploma in CLASSICAL STUDIES - Palermo, Italy

Last Update August 2020