

**Peter D. Noakes**  
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## **PROFILE**

Accomplished makeup artist with over two decades of experience in the beauty industry, retail sales, leadership and management positions. Own and operate, Makeup by Peter, providing makeup artistry services for weddings and special occasions. Exceptional in selling, merchandising, training, mentoring and motivating others to be better makeup artists and sales leaders. Recognized as an excellent communicator with a proven ability to build and maintain superb client relationships.

## **EXPERIENCE**

### **Owner, Makeup by Peter - 2002-present**

Provider of superb makeup artistry for Weddings and Special Occasions.

### **Makeup Artist, Belk; Wilmington, NC - 2014**

Built brand loyalty of Lancome cosmetics by maintaining awareness and exceeding sales goals. Organized strategic special events to promote the brand.

### **Makeup Artist/Selling Specialist, Blush Haus of Beauté; Wilmington, NC - 2013**

Provided product demonstrations to promote and market Yves Saint Laurent and Jane Iredale Cosmetics.

### **Makeup Artist, City Stage Productions; Wilmington, NC - 2012**

Created and executed looks, including facial prosthetics, for the fall stage production of The Color Purple.

### **Freelance Makeup Artist, NARS Cosmetics, Nordstrom; Durham, NC - 2012**

**Freelance Makeup Artist/Fragrance Specialist, Chanel Cosmetics, Belk; Wilmington, NC - Holiday 2012**

**Makeup Artist, Neiman Marcus; Chicago, IL - 2005-2012**

Built brand loyalty of Laura Mercier cosmetics by maintaining awareness and exceeding sales goals. Planned and organized brand promotional events partnering with Designer Clothing specialists and their clientele. Created and executed looks for many fashion and trunk shows featuring high profile clothing designers. Executed merchandising and visual standards for product visibility and success. Coached and mentored employees on makeup and selling techniques and new product launches. Strengthened upper management relationships. Received many accolades and customer commendations.

**Makeup Artist, Nordstrom; Chicago, IL - 2002-2005**

Built brand loyalty of Laura Mercier cosmetics. Exceeded sales goals resulting in 150+% increases. Maintained awareness through makeup/skincare demonstrations and brand promotional events. Represented the brand on stage during Beauty Trend Shows. Coached and mentored employees on makeup and selling techniques and new product launches. Merchandised products for maximum visibility.

**Business Manager/Makeup Artist, Bloomingdale's; Los Angeles, CA - 2001-2002**

Managed, developed and introduced Bourjois cosmetics brand into new market. Exceeded first year sales goals, coached employees, and worked with many well known celebrities including Halle Berry, Sandra Bullock and Carrie Fisher.

**Regional Trainer, Nordstrom; Washington, DC - 1999-2001**

Hired and trained all Bobbi Brown selling specialists for seven stores in tri-state area. Focused on makeup artistry, skincare, and selling techniques. Coordinated and executed Bobbi Brown makeup events including a Human Rights Campaign charity concert providing backstage makeup services for high profile celebrities including Neil Tennant, Joely Fisher, Kathy Najimy and Julie Cypher. Monitored inventory working closely with sales team and Buying Department.

**Business Manager/Makeup Artist, Nordstrom; Washington, DC - 1996-1999**

Built brand loyalty of Bobbi Brown cosmetics by maintaining awareness and exceeding sales goals. Coordinated and executed successful sales plans consistently resulting in 70-100+% increases. Effectively managed an 850k cosmetics inventory. Executed looks for numerous fashion and trunk shows featuring high profile clothing designers. Developed, managed, motivated and grew the staff from two to six in a three year period with no turnover. Negotiated and planned promotional events that consistently exceeded goals. Created and maintained a loyal customer following.

**Business Manager/Makeup Artist, Saks Fifth Avenue & Hecht's; Washington, DC - 1991-1996**

Built brand loyalty of Clinique cosmetics and skincare with my training in skin physiology and skin/color assessment. Maintained top sales status with membership in the President's Club for Sales. Received Diamond Star Customer Service Award for Excellence.

**EDUCATION**

**The Art Institute, Charlotte, NC - 1989-1991** AA in Fashion Merchandising and Retail Management with a concentration on clothing design and textiles.