

mark schwartz

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SUMMARY

A talented and accomplished artist and stylist focused on high fashion, with vast expertise in domestic and international photography styling, program development, high-profile client management, dry haircut technique application, and craftsmanship. Comprehensive experience in cosmetology, marketing, advertising, retail styling, and public relations. Proven capabilities in training and mentoring, team leadership, inventory management, and client satisfaction. An exceptional and forward-thinking designer who utilizes innovative trends and cutting-edge techniques to create industry-leading style standards.

EXPERIENCE

DYSON, New York, New York

Direct Retail Stylist, 2020

- Provided outstanding customer service.
- Demonstrated Dyson technology.
- Helped customers discover Dyson products and solve problems.
- Used Dyson's sales philosophy of "engage, excite, explain, execute."
- Achieved countless five-star reviews from senior management and customers via Yelp.
- Educated clients on various products, stopping all personal care product returns.

JOHN SAHAG WORKSHOP, New York, New York

Master Stylist and Freelance Artist, 1985-2019

Instructed dry cut training sessions. Designed and implemented "Creative Evenings" training program (company dry cut workshop). Created Sahag Dry Cut certification for students. Assisted and trained under late John Sahag. Designed and styled hair as Master Stylist on contracted photoshoots, television shows, commercials, and fashion shows.

- Styled high-profile photoshoots for Betsey Johnson, Diane von Furstenberg, Geoffrey Beene, Gloria Saks, Escada, Oscar de la Renta, E! Entertainment Television, and Lifetime network.

SCHWARTZ SALON, Red Bank, New Jersey

Owner, Senior Stylist, and Director of Education, 2000-2017 (Concurrent)

Designed and maintained modern and upscale salon. Offered complete hair, makeup, and bridal services. Produced effective marketing, advertising, and public relations while building a loyal base of clientele. Managed team of hair stylists, makeup artists, and support staff. Facilitated professional development training, coaching, staff discussions, and team-building activities. Supervised all salon operations, including accounting, payroll, inventory management, and human resources. Volunteered time and services to various local charities.

- Provided freelance styling to Bruce and Patti Springsteen for holiday concert (2001).
- Retailled specialized line of products, including Kerastase (L'Oreal Paris), Bumble and bumble, Moroccanoil, and Sahag.

ADDITIONAL EXPERIENCE

ELIZABETH ARDEN SALON & SPA, New York, New York, **Senior Stylist and Director of Education**, 1998-2000.

WARREN TRICOMI SALON, New York, New York, **Senior Stylist**, 1997-1998 (bicoastal).

PRIVE' SALON, Los Angeles, California, **Senior Stylist**, 1997-1998 (bicoastal).

ELITE MODEL LOOK, New York, New York, **Freelance Artist**, 1986-1998. Provided consultation and hairstyling for international photoshoots as well as model portfolios, TV shows, and magazines. Consulted internationally in Forte dei Marmi, Italy; Sicily, Italy; Atami, Japan; Rio de Janeiro and Sao Paulo, Brazil; Nice, France; Seoul, South Korea; and Ibiza, Spain.

ALDO COPPOLA FREELANCE AGENCY, Milan, Italy, **Freelance Artist**, 1984-1985.

VIDAL SASSOON, New York, New York and Rodeo Drive, California, **Stylist and Instructor**, 1979-1983.

EDUCATION

WILFRED ACADEMY OF HAIR & BEAUTY CULTURE, New York, New York
Hairdressing and Cosmetology, 1978

LICENSURE

Cosmetology License, New York, 2020

Cosmetology License, New Jersey, 2020

Cosmetology License, California, 2020

PROFESSIONAL DEVELOPMENT

On Set Motion Picture Hair Academy (Santa Monica, California)

Vidal Sassoon Training Program (New York, New York)

LaCoupe Training Program (New York, New York)

Dudley Cosmetology University (Kernersville, North Carolina)

Synthetic vs. Human Hair/Wig Working, Lace Wigs and Pieces, Period Hairstyling, and Production