
ANNALIZA GALO CHRISTENSEN

www.makeyourselfup.beauty · annalizamakeupart.com
annalizaartistry@gmail.com

PROFESSIONAL BACKGROUND

When I first started working as a makeup artist, I discovered the transformative power of makeup—it not only enhances appearance but also boosts confidence and empowers individuals. My journey in makeup artistry began with hands-on experience, and it was further refined through specialized training at KRYOLAN Academy, India. This intensive program expanded my knowledge across creative beauty and fashion realms while deepening my understanding of the technical nuances, from color theory to intricate details.

Before establishing my base in Los Angeles over the past decade, I had the opportunity to expand my horizons internationally, working as a freelance makeup artist in cities like Manila, Shanghai, London, Moscow, and Hamburg. This journey allowed me to immerse myself in diverse cultures and collaborate with clients from various backgrounds. These experiences have been invaluable in refining my ability to create customized looks that align with each individual's unique style and personality. Whether it's for editorial shoots, bridal looks, or avant-garde creations, I draw from a rich tapestry of global inspirations to craft makeup designs that resonate on a personal level.

During my time in the US, I pursued a makeup artistry mastery program offered by Mastered, based in the UK. This program further honed my skills and equipped me with advanced techniques to excel in the dynamic and fast-paced beauty industry.

In addition to my work in fashion, I have extensive bridal makeup experience, providing hairstyles and makeup for brides in the United States and throughout Europe and Asia. This experience has given me a broad knowledge of what is culturally acceptable and relevant makeup styles and practices.

Moreover, my experience as a beauty educator has been instrumental in honing my ability to impart knowledge and inspire others in the field. I've had the privilege of mentoring aspiring makeup artists and guiding them through the intricacies of makeup techniques, client interactions, and industry trends. This role has deepened my passion not just for creating stunning looks but also for educating and empowering fellow artists to reach their full potential.

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PROFESSIONAL EXPERIENCE

MakeYourselfUp

Professional Makeup Artist - Los Angeles, California

2011 - Present

Client Interaction and Service Excellence:

- Personally engaged with clients, providing exceptional makeup services and ensuring a positive and memorable experience.
- Gathered client feedback to refine and improve the services offered by MakeYourselfUp continually.

Leadership and Team Management:

- Led by example, demonstrating a solid work ethic, professionalism, and passion for the beauty industry, inspiring team members to excel and uphold high standards.
- Provided strong and inspirational leadership to my team of makeup artists, fostering a collaborative and creative work environment.
- Promoted a culture of ongoing enhancement by motivating team members to exchange ideas, experiment with new techniques, and stay updated with industry trends.

Media and Marketing Collaboration:

- Attended and represented MakeYourselfUp at multiple industry conferences and Expos, focusing on networking with potential clients and staying abreast of industry trends.
- Actively participated in professional development opportunities, including marketing workshops and certifications, to enhance my skills and stay current with industry best practices.
- Played a key role in content creation, including writing blog posts, designing marketing materials, and developing social media content to promote MakeYourselfUp's brand.

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Essential Finance Offshore Investment — Shanghai, China 2008 – 2009

Marketing Executive

- Primary responsibilities included liaising and building relationships with a wide range of clients, developing and managing direct mailing databases, and organizing and attending events and exhibitions.
- Maintained and built contacts with the press and expatriate community.
- Worked closely with the Business Development group to develop long-term marketing plans and strategies.

Pacific Prime—Shanghai, China

2006 – 2007

Administration Manager

- Drove relationship building with insurance providers to gain a full understanding of their needs to aid in the facilitation of effective communication between insurance companies and office sales team.
- Supervised three-person team, including two support staff and one intern.
- Drove all corporate event planning.
- Acted as a liaison with the external consultants and non-Chinese-speaking board members.

Pure Body UK LTD.—Surrey, England

2005 – 2006

Executive Assistant

- Produced promotional material such as posters, flyers and logos to advertise and promote the company.
- Assisted in updating the look and style of the company's website
- Prepared correspondence, presentations, reports and invoices using a variety of software packages
- Aided in customer and supplier relations via phone and internet
- Updated and maintained the company's accounts and customer records

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EDUCATION

Mind Body Green — Los Angeles, California

May 2023

Health and Wellness Coach

Loyola Marymount University — Los Angeles, California

August 2022

Clinical Yoga Therapist

Mastered — London, Uk

May 2019

Makeup Artistry Mastery

Balanced Body — Los Angeles, California

August 2018

Completed Mat Pilates Certification

Kryolan Professional Makeup Academy — Chennai, India

May 2010

Professional Makeup Artistry

Jiaotong University — Shanghai, China

January 2009

Chinese Language Study (Mandarin)

AMA Computer University — Manila, Philippines

September 2003

Bachelor of Science in Information Technology

Computers and Operating Systems, Visual Basic Fundamentals and Database Design, Cisco Systems and Computer Networking, Internet Technologies.

PERSONAL INTERESTS

My personal interests include health, fitness, and overall well-being. I am passionate about healthy cooking and baking, playing chess, creative writing, and journaling. I'm also a frequent participant in sports, including tennis, skiing, and inline skating.