

Mindie Everton

Salon Owner

Employment History

Salon Owner at A Step Above Salon, IA

Mar 2022 - Present

- Successfully opened and operated a salon for 5 years.
- Grew the business by 25% each year.
- Hired and trained 10 new stylists.
- Created an innovative marketing campaign that increased customer traffic by 50%.
- Launched a successful product line that generated \$100,000 in sales in the first year.
- Won “Best Salon” in the city two years in a row.

Salon Manager at The Beauty Bar, IA

Sep 2019 - Jan 2022

- Increased salon revenues by 10% within the first 6 months of management.
- Successfully recruited and trained 5 new stylists, resulting in a 20% increase in productivity.
- Initiated and managed a successful social media marketing campaign that increased customer traffic by 30%.
- Created an efficient scheduling system that decreased late arrivals by 15 minutes per day on average.
- Developed a comprehensive employee incentive program that boosted morale and resulted in a 5% decrease in staff turnover rate.
- Designed and implemented a client loyalty rewards program which increased repeat business by 12%.

Salon Assistant at Bombshell Beauty Lounge, IA

Jul 2015 - Aug 2019

- Assisted with set up for events such as fashion shows, parties, and photo shoots.
- Set up hair stations with all necessary tools and products.
- Shampooed and conditioned clients' hair according to their needs.
- Blow-dried and styled clients' hair for both everyday wear and special occasions.
- Applied temporary color treatments to enhance natural hues or create new shades.
- Trimmed split ends from client's hair to promote healthy growth.

Certificates

Certified Salon Owner (CSO)

Nov 2020

Certified Hair Stylist (CHS)

Mar 2019

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📍 2910 Greene Street, Ames, IA 50010

Education

High School Diploma at Valley High School, West Des Moines, IA

Aug 2011 - May 2015

I've learned how to study for exams, how to do research, and how to write essays.

Links

[linkedin.com/in/mindieeverton](https://www.linkedin.com/in/mindieeverton)

Skills

Business management

Marketing

Customer service

Bookkeeping

Scheduling

Inventory management

Employee supervision

Languages

English

Italian

Hobbies

Hair Styling

Makeup

Fashion