

STEPHANIE L.R. BORGER

Aurora, CO 80010

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PROFESSIONAL SUMMARY

Dynamic beauty industry professional with 10+ years of experience in aesthetics, retail sales, brand education, and client relationship management. Proven ability to drive revenue growth through product training, in-store events, and consultative selling. Experienced in leading staff education sessions and representing premium cosmetic brands including MAC Cosmetics, Jane Iredale, Colorescience, and Stila. Strong communicator with a background in team leadership and performance coaching. Passionate about device-based treatments and driving adoption through education, hands-on training, and measurable performance growth.

CORE COMPETENCIES

- Medical Aesthetic Device Education
 - Sales Training & Staff Development
 - Product Education & Demonstrations
 - Retail Sales Strategy & Merchandising
 - Client Consultation, Retention & Relationship Management
 - Event & In-Store Brand Representation
 - Territory Support & Account Development
 - Spa & Clinical Aesthetic Services
 - Public Speaking & Presentation
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PROFESSIONAL EXPERIENCE

Ethereal Day Spa – Greenwood Village, CO Aesthetician | Makeup Artist | Sales Specialist | 2025–Present

- Deliver customized facials, dermaplaning, chemical peels, and advanced skincare treatments
 - Conduct in-depth skin analyses and create targeted treatment plans
 - Educate clients on home-care regimens and post-treatment protocols
 - Drive retail sales through consultative product recommendations and upselling
 - Maintain strict sanitation compliance and treatment documentation
 - Support team knowledge-sharing on service protocols and product lines
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Simple Beauty Makeup – Aurora, CO

Owner | Lead Makeup Artist | 2014–Present

- Operate and manage independent beauty business including marketing, scheduling, inventory, and client acquisition

- Provide personalized makeup services for events, bridal, and private clients
 - Develop long-term client relationships, resulting in repeat bookings and referrals
 - Train assistants on application techniques and client service standards
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Jane Iredale Cosmetics – Great Barrington, MA Clean Beauty Artist | Brand Representative
| 2018–Present

- Conduct product education and staff training for retail partners
 - Lead in-store promotional events and new product launches
 - Perform professional makeup applications to drive product conversion
 - Increase retail performance through hands-on demonstrations and customer engagement
 - Serve as brand ambassador, ensuring consistent messaging and merchandising standards
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Facial Aesthetics – Denver, CO Sales & Makeup Consultant | 2016–2022

- Promoted 10+ medical-grade skincare lines and 2 mineral makeup brands
 - Provided post-procedure cosmetic consultations to support treatment results
 - Strengthened client retention through personalized service and product pairing
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Woodhouse Spa – Denver, CO Front Desk Coordinator | 2024–2025

- Managed scheduling, retail transactions, and client check-ins using Zanodi
 - Supported daily retail sales goals and client experience standards
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EARLIER SALES & LEADERSHIP EXPERIENCE

- Assistant Director of Admissions – EDMC, Lenexa, KS
- Sales Representative – Alta Inc., Denver, CO
- Event Coordinator – Bistro Boys Catering, Denver, CO

(Additional details available upon request or LinkedIn)

EDUCATION & CERTIFICATIONS

Bachelor of Arts in Communication
University of Colorado – Boulder, CO

Aesthetic Certification (600 Hours)
Westlyn Beauty Academy – Lakewood, CO

Licensed Aesthetician – State of Colorado (Active 10/2024)