



Riana Juma

Makeup Artist

Riana is an emerging and talented makeup artist. She's focused and passionate about makeup and is a creative, organised, honest and reliable person. Riana uses modern techniques to create soft glam and natural makeup. She works with brands, fashion, editorials and is skilled in HD makeup for TV, film, and commercials.

Relevant work experience

Freelance Makeup Artist, June 2015 until Present Day

Beauty Specialist for Fenty Beauty Counter, May 2019 - February 2020

- Makeup Artist for Fenty Beauty
- Restocking
- Stock check
- Customer Service
- Foundation Matching

Temp Sales Advisor for Ted Baker (ST Pancras Store), December 2018 - January 2019

- Welcome Customers
- Maintaining and exceeds company sales
- Cleaning
- Standards and replenishing
- Merchandising

Events Coordinator for Black Beauty & Sensational Hair Awards, November to December 2018

- Table planning
- Processing payments

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- Admin
- Engaging with finalists
- Social media

Debenhams Press Office as PR Assistant, January - February 2018

- Using fashion GPS
- Visiting store to collect samples
- Returning and sending out samples
- Helping out with events
- Doing e-press releases

KIKO MILANO (Victoria Store) Sales Assistant, December 2016 - July 2017

- Working on the tills
- Interacting with customers, talking about makeup
- Foundation matching
- Doing stockroom/delivery

Afro Hair and Beauty Live (Hawker Publications), Social Media Coordinator, March-June 2017

- Manage all social media platforms, Instagram, Facebook, Twitter, Snapchat
- Regular liaising with clients via telephone and email
- Creating engaging posts
- Planning content

Black Beauty Hair Magazine Internship, Editorial Assistant, April 2016

- Writing features
- Making phone calls to companies
- Social media
- Helping out on the Afro Hair and Beauty show
- Researching

Achievements and Awards

- Nominated for Best Makeup Artist of the Year at the Congo Awards
- Worked for Congo Fashion week, Nuude Clothing, Fashion Capital Boutique, Miss Congo UK, Molato magazine as Makeup Artist
- Involved in Sacha Cosmetics for Superdrug (Beauty Campaign)
- Had a wig boutique at Afro Hair & Beauty Show
- Work published in Ellements Magazine, Mob Journal and Pump Magazine

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Celebrity Client

Chante Joseph, host of Channel 4's How Not to be Racist

Additional Skills

Wig Maker

Training & Qualifications

- Fashion Retail Academy (2017-2018) Level 4 Digital Marketing for Fashion
- University for Creative Arts (2014-2017) Fashion Journalism - Certificate of Higher Education

Additional

Global Hairstylist for Unilever's 'All things hair campaign and media from 2017-2019

References

Available upon request.

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