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# XIMENA DE LA PARRA

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## CONTACT

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## EDUCATION

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### •Business Administration

*Universidad Anahuac del Sur, Mexico*

### •Fashion Makeup Artistry

*MUD, Los Angeles.*

• **Immagine fisica, professionale  
e significato dei nostri gesti**  
*Ilaria Di Donatto, Milan*

• **Fashion MUA, Image  
Consulting, Personal Shopper**  
*Fashion Up To Date, Milan*

### • Fashion MUA

*Roberto Gotti, Milan*

• **Basic Skin Care & Makeup,  
Style & Image Development,  
Personalized Color Analysis,  
Creating a Profitable and  
Sustainable Image Business**

*The Image Consulting Co, Chicago*

• **Specialty in Professional  
Makeup, Bridal MUA**

*Monsterrat Fajardo School, Mexico*

### • Fashion Business

*Anhembí Morumbi, Sao Paulo*

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## INTERNATIONAL MUAH & STYLIST

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### EXPERIENCE

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**FREELANCE WITH 14 YEARS OF EXPERIENCE IN THE BEAUTY INDUSTRY IN MEXICO, LOS ANGELES, NY, CHICAGO, MILAN, SAO PAULO, RIO DE JANEIRO & BARCELONA.**

- Experience developing more than 4 beauty Startups.
- Team coordination (more than 40 people), training and logistics for events.
- Makeup & Hair Styling for brides, special events, commercials, TV, Theater & Fashion.
- VIP Makeup Artist for brands such as Giorgio Armani Cosmetics, LOREAL, NYX Cosmetics, Body & Soul Cosmetics & Young Blood.
- Exclusive Makeup Artist for the MUD brand in Mexico (2011)
- Creative development of more than 40 advertising campaigns, among the most outstanding: Perry Ellis 2004, UNICEF 2005 Alltournnative 2007, Trinita, Linhas Puras, Outras Opções, Mauricio Serrano (Dragon Collection & Silence).
- MUAH & Styling for commercials such as: Dominos Pizza, Abuelita Chocolate, Suavitel, BBVA Bancomer, Net Combo, GOL, Cerveja Antarctica and Café do Punto.
- Collaboration and direction of 30 people, among them makeup artists and hairstylists in the following Fashion Shows: Mercedes Benz Fashion Week Mexico, Google Fashion Show Sao Paulo, Fashion Week Brazil, Oackley, Vickyform, Seda Expo Beauty
- Body Paintings exhibition "Unai Bonol" exhibited in EPSON Gallery for two months in Mexico City and taken to Saint Petersburg, Russia.

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**•Leadership for Senior Management, Business Plan Pro**

*ITAM, Mexico*

**• Physical Image Consulting**

*IMATGE School, Mexico*

**• Sales Advantage, High Impact Presentations**

*Dale Carnegie Training, Mexico*

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SKILLS

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- Creative
  - Dynamic
  - Achiever
  - Self-Motivated
  - People Affinity
  - Committed
  - Organized
  - Responsible
  - Flexible for Travel
  - Team work
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LANGUAGES

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English

Spanish

Portuguese

Italian

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- Definition of product portfolio for the company XMNA Cosmetics.
- Teaching courses and workshops in more than 40 companies.
- Creative development (advertising, commercial campaigns, fashion catalogs, magazines & shootings).
- Collaborations with photographers such as: Daniel Klajmic (Brazil), Tiago Mancini (Brazil), Tom Pirillo (Brazil), Marilia Pedroso (Brazil), Mauricio Ramos (Mexico), Fernando Farfán (Mexico), Fernando Nueve (Mexico), Salvador Carmona (Mexico), Fernando García (Mexico), Paco Díaz (México), Jacobo Manfren (Italy), Thiago Don Hodgso (Italy), Gregory Allen (Mexico), Paul Rumohr (Italy), Derele Alther (Italy).

- Collaboration with:

**Magazines:**

Vouge NY, Vouge Mexico, Playboy, Mujer Df, Gloss Mexico, Nupcias, Hola Mexico, Escala, Altura, Bebe Mundo, Amauri St, Es mas mujer, Alto Nivel, Actitud Fem.

**Newspaper:** Reforma, El Universal, Excelcior, Publimetro, Mujeres Publimetro.

**TV:** 40 Channel

**Radio:** Que tal Fernanda / Fernanda Familiar, Infobae, Noticias con Armando Leon (1290 AM), Noches con Irene (104.1 FM / 1470 AM), Nosotras hablamos (1470 AM), Círculo de la Vida (95.7 FM), Noticias con Iván López Gallo (1290 AM)

**Daphne Model Agency Sao Paulo, Brazil 2010**

Key Makeup Artist, Hair & Personal Stylist

Responsible for art direction

**Privalia Sao Paulo, Brazil 2009-2010**

Coordination of more than 1,500 shootings for advertising campaigns on the portal