

**smccosmetology**

# **Personal Websites, & Social Media**

**Career Services Center Workshop**

**Why do I need  
a Personal Website  
& Social Media?**

- Portfolios help you with networking, visibility and business building.
- It is important to think about your portfolio from the very beginning of your educational experience, so you are not scrambling for content at the last minute. It is a great way to catalog your work.
- Portfolios demand a great deal of time and energy to create. Knowing that potential employers will see your work may help you think about classroom assignments differently.

# Personal Website Host Sites

## Personal Website Host Sites

- Square Space: <https://www.squarespace.com/>
- Adobe Portfolio: <https://www.myportfolio.com/>
- Wordpress: [www.wordpress.com](http://www.wordpress.com)

# **Personal Website Domain Name**



Best practice is to use your first and last name.

Some sites provide these, or you can purchase a domain name at sites like <https://www.godaddy.com/>

# Choosing Your Projects



## **Considerations:**

Pick a [project / collection / design] that speaks to the customer you want to work for/attract. Show them that you understand their market, customer and aesthetic, and visually show them that you are the right person for the job.

# Personal Website Content

## Recommended Sections For Personal Website

### Your Name

### Title “Makeup Artist”

- so they know you are not a photographer or hair stylist.

### “About me”

- Include a small paragraph about you and your work.

### “Contact me”

- Provide a way people who would like to work with you can contact you.

### Your work

- You can break it into sections if you like: videos, versus stills, versus editorial.

### Service menu:

- What services do you offer and their price/ per hour or per service.

### Product favorites:

- People often choose salons for the products they use, so if you offer something special or luxury, you should highlight it.

**It is always good to look at other stylist portfolios as a benchmark when creating yours.**

# Sample Website

# Hair Styling

## Recommended Sections

- Your Name
- Title “Hair Artist”
- “About me”



## Hair Artist Kalina Sazonova

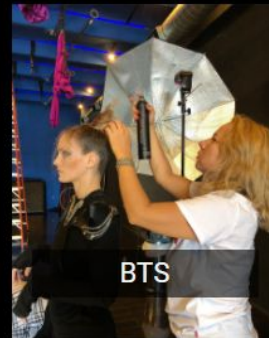
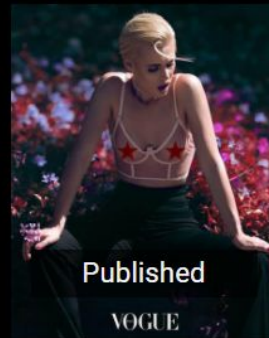
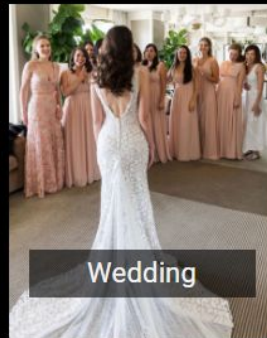
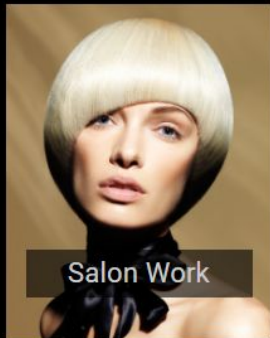
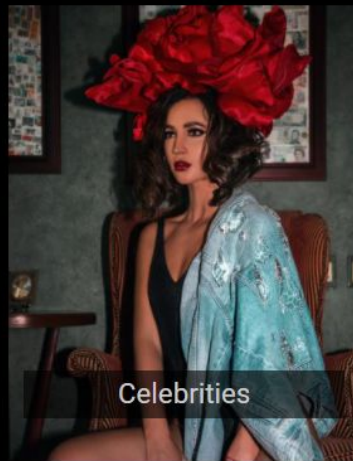
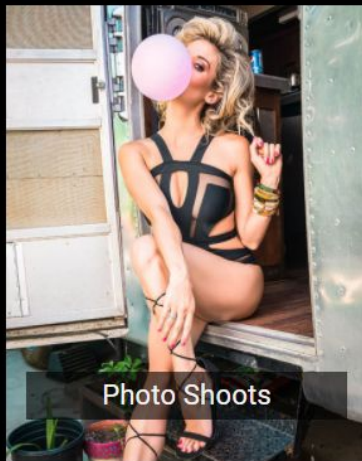
Kalina Sazonova is a talented European Hair Expert stylist and colorist that's been transforming hair into its fullest beauty potential since 1999. She finished trainings in such leading schools as Vidal Sassoon (London), SACO (London), Pivot Point (Moscow, Russia and the US), Patric Cameron (London), Bjorn Axen (Stockholm), Peter Ochs (Paris), etc.

Kalina specializes in customizing a look that enhances each individual. She pays detailed attention & consideration to skin tone, bone structure, eye color, lifestyle, & personal style, keeping the clients' goals in mind.

She works on both women & men in every industry including celebrities, models, beauty insiders, professionals, and artists.

Kalina is a perfectionist and always gets the job done perfectly! Her clients leave the chair feeling and looking their best.

## Recommended Sections Your work



## Recommended Sections

- Service menu
- Product favorites

## Pricing

I use the best quality hair styling tools and hair care products available in the market such as Wella Professionals, Sebastian, Davines, Claud9, Dyson and other.

### Hair cut

Women – \$150

Men – \$100

### Color

Root touch up – \$110

Root bleach – \$110

Single Process – \$140 Short / \$165 Medium / \$230 Long

Color tone – \$120 / \$170 / \$230

Partial highlights – \$110 / \$130 / \$150

Half highlights – \$150 / \$180 / \$250

Full highlights – \$200 / \$250 / \$290

Balayage/ombré – \$450 / \$530

Color correction – One hour – \$100 / \$120

### Treatment

Davines – \$80

Sebastian / Wella Deep Hydre / Color Save – \$50

### Styling

Blow dry with hot tools – \$85

Evening hairstyle – \$150

Single braid – \$15

Braids with kanekolon – \$125

Wedding hairstyle for the bride – \$490

Trial – \$190 (1hour included in price. Each extra hour – \$100)

## Recommended Sections “Contact me”

### Contacts



Fill out the form with any questions and I will be happy to get in contact with you.

Your Name (required)

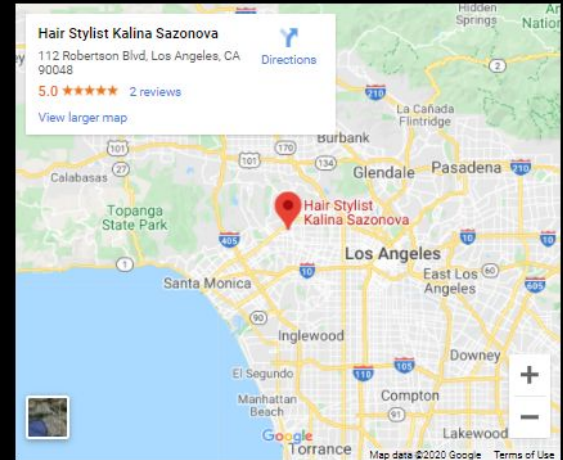
Your Email (required)

Your Message

Send

#### For Salon Bookings

“G-BAR”  
112 S. Robertson Blvd,  
Los Angeles, CA  
  
(424) 324-0544





# Sample Website Esthetician

**Recommended  
Sections**  
Your Name



## Recommended Sections “About me”

Mission  
Gina Mari



## our mission

I founded Gina Mari Skincare to create a brand reflective of my commitment to help others attain, preserve and maintain beautiful skin. Everything I have created and will continue to develop is a reflection of my personal mantra – maintaining healthy skin comes from dedication; not only from you, but from myself and my team.

Our job is to make flawless, glowing, youthful skin a reality so that you can live your life and leave the rest to us. ☐ There is no hiding your skin- it is an open book telling the world the story of your lifestyle... That's where we step in.

Since no two complexions are the same, each session is thoughtfully customized and inspired by cutting edge skincare innovations to make flawless skin attainable on a daily basis. I relentlessly research and incorporate the latest technologies, products and treatments to ensure the best possible results for everyone. Seeing my clients happy, glowing and confident is a gift that constantly inspires and motivates me. Life is short, so enjoy every day feeling truly happy in your own skin.

You. Transformed.

## Recommended Sections Service menu

Microdermabrasion

Exilis

Lightwave LED

Therapy

Vanquish

Microchanneling

Envy Lightwave

Capsule

Intracuticals

Oxygen

Teen Treatment

Oxygen

Silk Peel

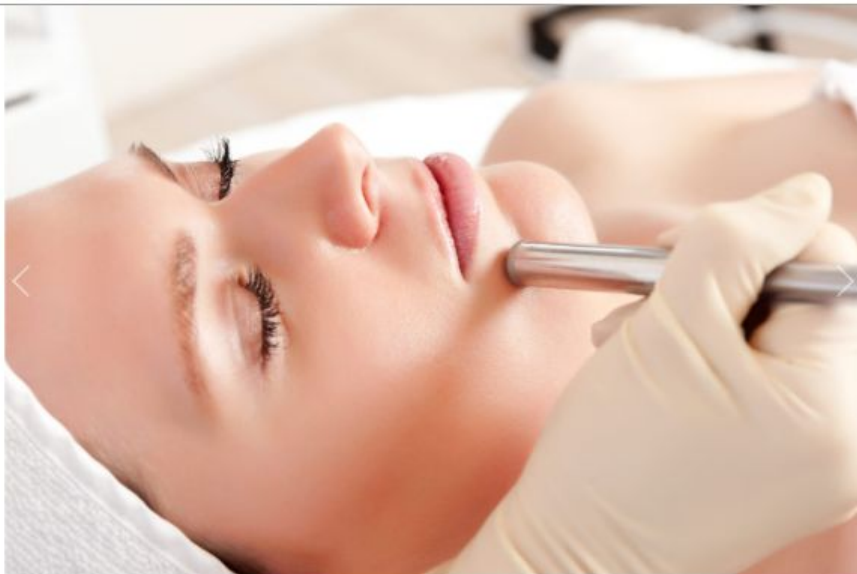
Topical Light

Infusion

Microcurrent

Z Wave

Peels



## Microdermabrasion

Years of sun exposure, environmental damage and the aging process takes a toll on the skin. These elements create fine lines and wrinkles, as well as changes in tone, texture and color. **Microdermabrasion** is a treatment that improves these issues by removing the topmost layer of skin, leaving it more supple and vibrant. This process also stimulates the elastic tissue beneath the surface of the skin, resulting in a healthier and firmer appearance; the perfect preparation for additional treatments.

## Recommended Sections Product favorites



AYUR-MEDIC

BEADLY BEAUTY

FURTUNA SKIN

GOLDTADEN MD

HONOR MD

IS CLINICAL

KAYO BODY CARE

LIGHTWAVE

SANITAS

SUPERGOOD

gina marí



Acqua Serena - Micellar Cleansing Essence



Porto Per La Vitalità - Face and Eye Serum



Biphase Moisturizing Oil

**Recommended  
Sections**  
“Contact me”

## location

465 N. Roxbury Dr., Suite 900  
Beverly Hills, CA 90210  
(310) 276-7601  
[info@ginamari.com](mailto:info@ginamari.com)

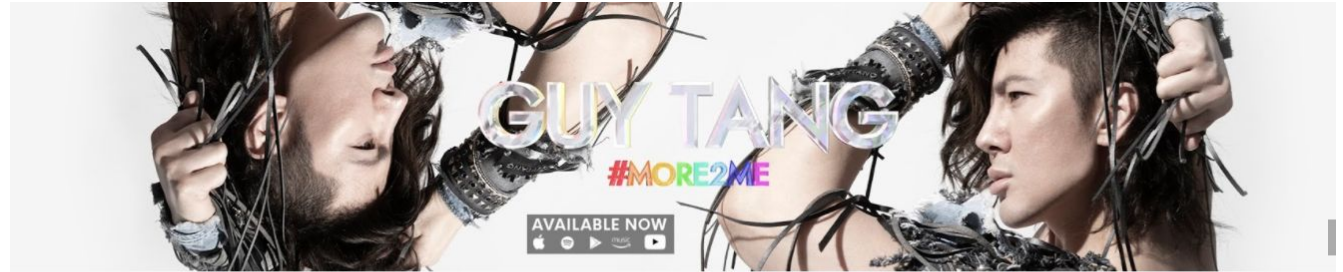
[View on Google Maps](#)

**For all press inquiries please contact:** [press@ginamari.com](mailto:press@ginamari.com)

Follow us on Instagram, Facebook and Twitter  
[@GinaMariSkin](#)

# **Sample Social Media Hair Styling**

## YouTube



Guy Tang ✓

2.25M subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



Uploads ▾

PLAY ALL

≡ SORT BY



RAINBOW HOLOGRAM PRISM HAIR

105K views • 3 days ago



How to get Squiggle Curls on Hair

59K views • 1 week ago



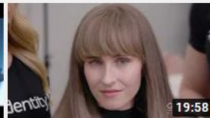
Rose Gold Colored Conditioner

34K views • 3 weeks ago



The Making of "Don't Compare Me"

11K views • 3 weeks ago



Highlighting Chunky Bangs

26K views • 1 month ago



White Platinum Blond Hair

179K views • 1 month ago



Splotchy Hair Color Correction

66K views • 1 month ago



Guy Tang - Closure (feat. Jordyn Kane)

98K views • 1 month ago



Dimensional Rose Gold Hair Color

44K views • 2 months ago



COLLAGEN to REPAIR DRY DAMAGED HAIR

136K views • 2 months ago



Layering Hair Colors

55K views • 2 months ago



FIXING my BRASSY Hair

82K views • 2 months ago



Instagram

Search



guy\_tang

Follow

4,692 posts 2.1m followers 1,172 following

Guy Tang

Creator of @GuyTang\_MyIdentity Brand

Music Artist: Album #More2Me on iTunes, Spotify, Amazon Music etc

YouTube hair tutorials [colorcansystems.com](https://www.youtube.com/colorcansystems.com)



Santa Guy



Music studio



Digital Perm



Fiery hair



#Stroke7



My mom h...



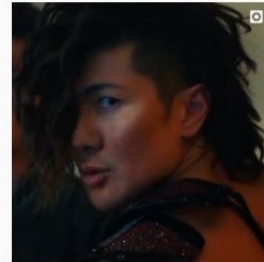
Collagen P...

POSTS

REELS

IGTV

TAGGED



# **Sample Social Media Makeup**

# smccosmetology

## YouTube



Arabia Felix  
229K subscribers

SUBSCRIBE

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT Q

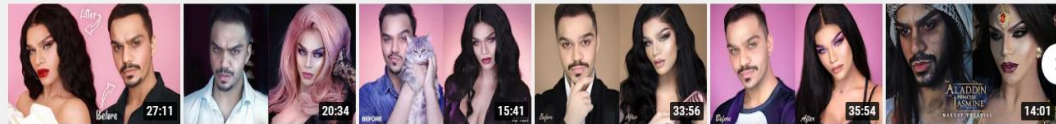
### How I do Makeup on my Clients ▶ PLAY ALL

A beauty series dedicated to my Professional Makeup work demonstrated on my clients, professional models, and friends.



- Blood Gloss | How I do Makeup on Shoots**  
Arabia Felix  
19K views • 1 month ago
- Emerald Goddess | How I do Makeup on Shoots**  
Arabia Felix  
93K views • 1 month ago
- Glow like it's 1985 | How I do Makeup on Shoots**  
Arabia Felix  
16K views • 2 months ago
- How I do Makeup on my Clients**  
Arabia Felix  
2.1M views • 1 year ago
- How I do Makeup on my Clients | Rosy Tones**  
Arabia Felix  
335K views • 1 year ago
- How I do Makeup on my Clients | Glossy Teal**  
Arabia Felix  
401K views • 1 year ago

### Drag Tutorials ▶ PLAY ALL



- HOW I TRANSFORM MYSELF IN DRAG**  
Arabia Felix  
46K views • 6 months ago
- PURE FISH DRAG MAKEUP TUTORIAL | ARABIA FELIX**  
Arabia Felix  
2.8M views • 3 years ago
- CATFISH DRAG MAKEUP TUTORIAL | ARABIA FELIX**  
Arabia Felix  
215K views • 3 years ago
- THE ULTIMATE GLAM DRAG TRANSFORMATION | ARABIA FELIX**  
Arabia Felix  
391K views • 2 years ago
- Storytime Get Ready With Me - Arabia Felix**  
Arabia Felix  
146K views • 2 years ago
- Aladdin to Princess Jasmine Makeup Tutorial | Arabia Felix**  
Arabia Felix  
1.1M views • 5 years ago

CC

Instagram

Search



itsmakeupnotmagic

Follow



1,792 posts

12.7k followers

2,659 following

Gabriel Almodovar

Makeup Expert & HUGE personality!!!

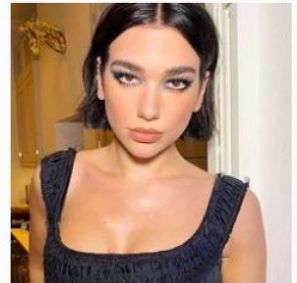
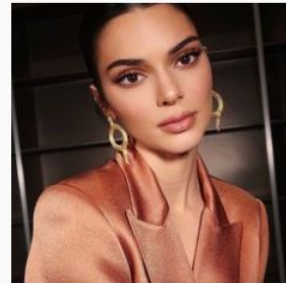
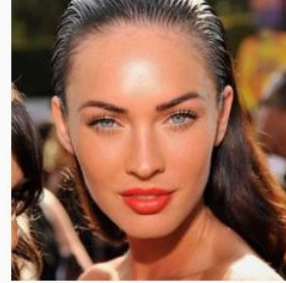
#makeupartist #makeupjunkie #celebritymakeupartist [makeup.com/contour-fair-skin](http://makeup.com/contour-fair-skin)



POSTS

IGTV

TAGGED



# **Sample Social Media Nails**



Instagram



alinahoyonailartist

Follow



396 posts

193k followers

353 following

Alina Hoyo Nail Artist

Ugly Duckling Nails official distributor Benelux and Europe @uglyducklingnails.belux

Ugly Duckling Nails

Master Educator

BTW BE 0673 575 522

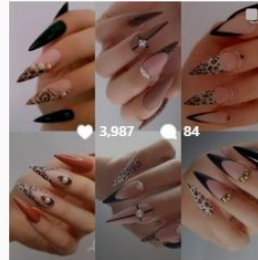
[www.alinahoyo.com/nl/online-workshop-babyboomer-merlin-s-secrets-online-018?colour=117598](http://www.alinahoyo.com/nl/online-workshop-babyboomer-merlin-s-secrets-online-018?colour=117598)



POSTS

IGTV

TAGGED



3,987 84



## Pinterest



[maniology.com](https://maniology.com)

👍👍👍 The colorsss!! We freakin' love this @manixmebox manicure by @millersmanicures. Slay! 📦: @millermanicures #nailoftheday 📷: <https://maniology.com/products/maniology-mani-x-me-box>


 **Maniology**  
6.4k followers

**Follow**

**Photos** **Comments**

Tried this Pin?  
Add a photo to show how it went

**Add photo**

 **Maniology** saved to **Mani x Me Box**

# Benchmarking



# smccosmetology

## Personal Websites:

- **Hair:** <https://kalinahair.com/>
- **Esthetician:** <https://ginamari.com/treatments/>
- **Nails:** <https://jillthomasnails.com/>

## Instagram:

- **Hair:** [https://www.instagram.com/guy\\_tang/](https://www.instagram.com/guy_tang/)
- **Make up:** <https://www.instagram.com/itsmakeupnotmagic/?hl=en>
- **Nails:** <https://www.instagram.com/alinahoyonailartist/>

## Youtube:

- **Hair:** <https://www.youtube.com/user/GuyTangHair/videos>
- **Makeup:** <https://www.youtube.com/channel/UCSa1omAkdJ0v74qv3pErd8w>

## Pinterest:

- **Nails:** <https://www.pinterest.com/pin/198862139783125250/>

**Support @ SMC**

## Classroom Support

### COSM 95A, Salon Experience

This course provides the opportunity to obtain practical salon training working on patrons. The practical work is as close to actual beauty salon experience as possible. Students will earn hours toward the required practical hours and operations to be eligible to take the California State Board of Barbering, Cosmetology, Esthetics, and/or Nail Care exam, under the supervision of faculty.

## Career Services

**Phone:** 310.434.4337

**Email:** careerservices@smc.edu

**Webpage:** <http://smc.edu/careercenter>

**Instagram:** <https://www.instagram.com/smccareercenter/>

**YouTube channel:** [https://www.youtube.com/channel/UChad0JT9Mzqip03jTmL8\\_zg/playlists?view\\_as=subscriber](https://www.youtube.com/channel/UChad0JT9Mzqip03jTmL8_zg/playlists?view_as=subscriber)

## Academic Counseling

For information on the program, assistance creating your educational plan, or exploring transfer preparation visit the SMC Counseling Center:

<http://smc.edu/student-support/academic-support/counseling/contact.php>

There are different counselors and programs available to serve all needs. Once on the web page, you can make an appointment or see a counselor on a drop-in basis by clicking on:

- The General Counseling & Transfer Services link or
- The link to any special programs that you are a member of.

**Thank you.**