

**Hello**

**I'm Amanda Swanger**  
IG @amandapaygebeauty

(801) 550-0213 [amandapaygebeauty@gmail.com](mailto:amandapaygebeauty@gmail.com)

## Skills

Licensed Cosmetologist, Production HMU, Hair color, haircutting, hair extensions, wig styling, excellent interpersonal/professional communication, Extremely detail oriented, Salon management, Beauty sales and education, Business branding development/consulting, Administrative, Branding, Social Media Marketing funnel, Media Production, Market Research, caption writing/storytelling, Passion for education & growth, Creative projects, design, dancing, carpool karaoke, meditation, fitness, boosting confidence in others.

## Experience

JANUARY 2009 - PRESENT

**Amanda Swanger, Utah - Hair & Makeup Artist**

- Contracted to create a desired appearance for film/tv, print, events, weddings, and more.
- Hair and Makeup Artist. Art Dept.
- Credit on [www.imdb.com](http://www.imdb.com).

JULY 2018 - 2022

**AMANDA PAYGE BEAUTY LLC, Draper, UT - Owner & Operator**

- CEO, CFO, CMO, COO. Business funnel from first impression to close of sale and beyond. Social media marketing on instagram, google, yelp, tiktok, youtube, facebook, linkedin. Scheduling, customer relations.
- Master stylist and Daymaker..

FEBRUARY 2013 - JULY 2018

**AVEDA Salons/Estee Lauder, Salt Lake County - Hair Stylist & Makeup Artist**

- Continuing education and training in cosmetology and client services, systems, retail sales and marketing, salon management..
- AVEDA freelance artist.
- Master stylist and Daymaker.

## Education

JANUARY 2013- JULY 2022

**Continuing and specialty education- thriving stylist program, Hairstyling/updos, Hair extension certifications, brand trainings, color and balayage classes, makeup courses, cutting classes, skin care trainings, product and sales trainings, educator trainings**

AUGUST 2005 - APRIL 2007

**Dixie State College, St George, UT - Associate of Science- Communications**

JANUARY 2008 - JULY 2010

**Brigham Young University, Provo, UT - Bachelor equivalent- Media Arts**

AUGUST 2011 - DECEMBER 2012

**Fayetteville State University, Fayetteville, NC - Associate equivalent- Cosmetology**

## References

**Amber Woody (801) 577-2724** - *former employer and colleague. Art director, HMUA.*

**Rachel Tani (801) 577-2724** - *Colleague and salon owner.*