



# Estefania Leal

EXPERIENCED LEADER · SERVICE · SALES · MAKE-UP ARTIST

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20+ years of experience · Make-up Artist trained by MAC Cosmetics · Ready to start working in Stockholm

## PROFILE

Experienced, results-driven leader with 20+ years in service, sales, customer relations and retail operations for international brands. Make-up Artist trained by MAC Cosmetics. Skilled at leading teams, coaching staff, hitting KPIs, raising NPS and running CRM activities. Based in Stockholm with full work permit and ready to start immediately.

## EXPERIENCE

### Store Manager 2022 – 2024

*Le Creuset – Rio de Janeiro*

- Led the store team, drove sales and ensured world-class service.
- Owned KPIs, inventory, visual merchandising and CRM follow-up.

### Store Manager / Consultant 2018 – 2022

*Natura – Rio de Janeiro*

- Coached sales teams, raised NPS and built lasting customer relationships.
- Ran campaigns, set targets and tracked key metrics.

### Make-up Artist & Sales Consultant 2014 – 2018

*MAC Cosmetics – Rio de Janeiro*

- Trained by MAC Cosmetics in make-up, customer experience and premium service.
- Personalised advice, upselling and customer technique training.

### Franchise Manager 2012 – 2014

*My Lashes Leblon – Rio de Janeiro*

- Growth strategy for the franchise; daily tracking of targets and package sales.
- Team development, partnerships (clinics, stores, gyms, aesthetic centres) and premium customer care.
- Stock purchasing, monthly closing and personalised after-care follow-up.

### Sales Associate 2006 – 2009

*Cantão – Rio de Janeiro*

- Tracking of daily and monthly sales targets.
- Customer loyalty through CRM.
- Responsible for keeping the store's visual merchandising organised.

## STRENGTHS

- Leadership & coaching
- World-class service
- Sales & KPIs
- Calm under pressure
- Reliable and accountable
- Solution-oriented

## LANGUAGES

<b>Portuguese</b>	Native
<b>English</b>	Fluent
<b>Spanish</b>	Advanced
<b>Swedish</b>	Actively studying

## SKILLS

KPIs & targets · NPS · CRM · Visual Merchandising · Inventory · Make-up (MAC) · MS Office · Social media

## EDUCATION

### High School Diploma

*Completed*

### Make-up Artist

*Trained by MAC Cosmetics*