

## CURRICULUM VITAE



### Shelley Cross-Beale

e ukmakeup@outlook.com

t 07961 356223

## MAJOR ACHIEVEMENTS:

- Over 23 years experience in makeup artistry, training, personal development and event management
- Managing Director of a successful Makeup School and Agency based in Birmingham. Successfully managed the co-ordination of all in-house training courses. Solely responsible for carrying out training needs and fully responsible for all the course administration and training of staff
- Designing and delivering training courses for the Singapore Government in association with Media Corporation, and employing/managing 9 members of staff
- Breaking a world record in 2000 heading a team of makeup artists for the fastest ever theatrical production
- Employed by Carlton TV on the 'Top To Toe' daily show as one of the main presenters (the resident makeup expert giving advice in the use and application of products)
- Lecturer - colleges and universities (media makeup)

## PROFESSIONAL PROFILE:

Highly motivated individual, who is confident and ambitious with over 20 years experience as a makeup artist/designer. Working with A list celebrities in TV, film, theatrical and promotional events along with fashion and advertising assignments.

Teaching large and small groups, public speaking, lecturing at colleges, universities along with running makeup workshops and seminars.

## CAREER HISTORY (1994 - 2016):

### MAKEUP ARTIST DESIGNER / FREELANCE

I thoroughly enjoy creating great experiences for my clients, the emotion of each image is important to me and this reflects in my work. My approach is very relaxed and creative at the same time. I feel that my previous training skills and working with people of all levels plays a significant part in my work.

- Commercial For Sky Italia (Makeup Designer for Ranieri)
- The Bagley Boys TV Series (Makeup Designer)
- Halfords commercial (Black Friday) makeup designer
- Halfords commercial (Christmas ) makeup designer
- New product launch for George Cosmetics (Ongoing)
- NEC Gore Zone (Guest speaker and live demos)
- National Lottery Live BBC (Makeup Designer)
- Mira Carey in concert NEC
- Lisa I Anson (Personal Makeup Artist)
- Mark Owen (Personal Makeup Artist Grimas product launch (Guest speaker live demos)
- BBC Adverts Makeup Designer
- Pop video for new bands (Makeup Designer)
- Birmingham Opera (Wig Mistress)
- Pink Short Film (Makeup Designer)
- TV appearance on Real Women (Interviewed about the school and demonstrating)
- The Old Dairy Studio , Oxford - various photo shoots , on-going
- Lighthouse Short film - makeup designer with one assistant .
- Toxic hearts Short film - makeup designer
- Chucky music video
- World Body Painting Festival Austria (Partner)
- GK Music video
- Almost Adult Feature Film (Makeup Designer)
- Women's Own Magazine (various projects)
- BBC Blast - Article about the day in the life of a Makeup Artist
- Southampton Theatre Workshops
- Victor Feature Film - Head Dept
- 4real - pop video
- Bike Trader (front cover)
- Auto Trader Magazine - front cover (Makeup Designer)
- Haunted Homes (September Films - Makeup Designer)
- 5 Short Films (Makeup Designer) C4
- Bernard's Watch (Drama) YTV (Makeup Designer/Head Of Dept)
- Music Uncovered Talkback TV (Makeup Designer)
- Midlander Of The Year Carlton TV (Makeup Designer)
- Top to Toe Carlton TV Show (Presenter, Make up Expert, Resident Makeup Artist)
- Suntec Productions Singapore (Head of Makeup)
- Exposure (Pop Show) Carlton (Makeup Designer)
- Beat the Nation (Quiz Show) Carlton
- Top to Toe (Carlton) Show Makeup Designer
- Cadburys advert (commercial) Makeup Designer
- Crime In Question (TV show) Carlton (Makeup Designer)
- George Clothing (makeup for all packaging) (Makeup Designer)
- Crossroads TV series (Carlton) (Makeup Artist)
- All or Nothing (CBBC) TV series (Makeup Designer)
- Anthna TV (Welsh blue peter) (Makeup Designer)
- What Not To Wear TV show (Makeup Designer)
- Million Pounds feature film (Film) (Makeup Designer)
- The Blue Network (Film) (Makeup Designer)
- Time To Save The World (film) (Makeup Designer)
- CITV Carlton commercial (Makeup Designer)
- Cadburys Commercial BBC (Makeup Designer)
- Compower Productions (commercial) (Makeup Designer)
- Cranfield University (Advert) (Makeup Designer)
- Boyfriends (film) Central TV (Makeup Artist)
- All Productions Channel Four (film) (Makeup Designer)
- BBC (various productions) ( Makeup Artist)
- Velvet Jacket Productions (World record) Makeup Designer

- Calendar for modelling agency
- Body Painting for advertisement
- Fashion Magazine (Advertisement)
- Zeno Films (BBC) Film (Makeup Designer)
- Johnson & Johnson Advertisement
- That's Life Magazine advertisement
- Acer communications advertisement
- Lyra cosmetic pencils advertisement
- Wella advertisement
- Clothes show live makeovers
- NEC Makeup seminars
- Nemesis modelling agency various makeup jobs for magazines
- Adage modelling agency various makeup jobs for magazines
- MPV modelling agency various makeup jobs for magazines
- Bonds modelling agency various makeup jobs for magazines
- No 1 modelling agency various makeup jobs for magazines
- Staffordshire Police makeup line-ups
- Central News (Makeup Artist)
- Octopus Commercial
- Stockport College (Makeup Lecturer)
- South Nottingham College (Makeup Lecturer/Tutor)
- Cannock Chase College (Makeup Lecturer/Tutor)
- Walsall College (Makeup Lecturer/Beauty Lecturer)
- Sandwell college (Makeup Lecturer)
- The UK Makeup School & Agency Ltd (Managing Director)
- The UK Makeup Store ( Managing Director)

## **TRAINING AND DEVELOPMENT QUALIFICATIONS (1993 – 2015)**

- |                                |                                  |
|--------------------------------|----------------------------------|
| • TEFL                         | • Camouflage Makeup              |
| • Professional Makeup Artistry | • Hair (NVQ level 2)             |
| • Theatrical & media Makeup    | • Beauty(NVQ level 2)            |
| • Special effects              | • TV & Film makeup               |
| • Face & body painting         | • Wig making (NVQ Credit)        |
| • Henna art                    | • Airbrush Nail Art              |
| • Prosthetics                  | • Airbrush Body Painting         |
| • Asian & Ethnic Makeup        | • Airbrush Tanning               |
| • Bridal Makeup                | • Fashion & Cat Walk Makeup      |
| • Cosmetic Makeup              | • Teacher Training (7306 D32/33) |
| • Makeup & Manicure            |                                  |