



PROFILE

BEHIND THE SCENES: BEAUTY INDUSTRY INSIDERS

So you're a makeup obsessive who dreams of working in the beauty biz, but you're not exactly a dab hand with an eyeshadow palette? Meet your new #careerinspo



KATE MICHELMORE
CLINIC MANAGER AND TRAINER
AT THE FACIALIST



What do you do? I'm mostly hands-on treating clients' skin, but my job also involves product and treatment development, hosting masterclasses for industry professionals, running the clinic and taking care of the team. **Did you always want to work in the beauty industry?** Yes! I used to play 'beauty therapist' as a child using whatever was in my mum's beauty drawer. **What did you do after high school?** I trained in South Africa at the Madge-Wallace International College of Skincare & Body Therapy and attained my ITEC qualification. My first job was at a Babor Institute, and I was there for about six years. **What are your favourite aspects of your current role?** I have the most wonderful clients. That I have the tools to change their skin is what fuels me to keep learning. **Any career advice?** Obtain a beauty therapy diploma — I recommend an international qualification like ITEC or CIDESCO — and do advanced skin-analysis courses through Pastiche. Envision where you want to be and focus on your continued education. Don't settle — always strive for excellence.



ALEXANDRA ROGER
BEAUTY ACCOUNT MANAGER AT PEAD PR

What do you do? I'm the connection between Pead PR's beauty clients and the media and influencers who report on them. A typical day for me involves event planning, liaising with media and managing influencer content. **How did you land your role?** I started as an intern five years ago and worked my way up from there. **What are your favourite aspects of the job?** I love planning an event from scratch — taking it from a dream on a piece of paper, tying in all the little elements that make it unique, then being there to help with the execution on the day. **Any career advice?** Always be kind to yourself. You won't be perfect from the jump, but practice does make perfect. **How do you get ahead in your line of work?** My father once told me, "Always look for work". If you complete the task at hand, look for more.



LIZ HYUN
ASSISTANT
MANAGER
AT MAC PRO
BRITOMART

What do you do? I help with retail operations at the store, and with artistry training for our staff. **What did you do after high school?** I studied spatial design at university, but realised halfway through my degree that it wasn't really for me. At that stage, I was a big-time makeup hoarder and loved beauty products, so I decided to do a makeup course. **How did you land your current role?** I started with MAC in 2013 at the Smith & Caughey's Queen St store, then moved to MAC Pro Britomart in 2015. **What are your favourite aspects of the job?** Working with amazing artists and products — I've had some of the most incredible opportunities to work with talented industry professionals. I also love that I can make people look and feel beautiful every day. **Any career advice?** Keep on top of new trends, products and fashion. Never say no to opportunities that come your way, because you never know where they might take you. And put your hand up to assist makeup artists; you learn so much when working for other people.





PRISCILLA MENDES
DEMAND PLANNER AT L'ORÉAL

What do you do? My primary role is to predict future sales, ensure we have the stock to meet customer demand and improve the company's profitability. I develop and maintain forecast models, and work with the marketing, sales and finance teams. **Did you always want to work in the beauty industry?** My grandfather owned a law firm in Rio de Janeiro, so I always wanted to be a lawyer. After graduating, I worked as a lawyer in Rio for a few years, but my career changed direction when I moved to New Zealand and began working in the fashion retail sector in buying and planning roles. I now have a postgraduate certificate in business administration and am studying towards an MBA. **What are your favourite aspects of your role?** I enjoy working with both numbers and people, so it's a good fit for me. I also enjoy seeing the impact one person can have on the success of a business.



SARA QUILTER
FOUNDER AND CEO
OF TAILOR SKINCARE

What do you do? I'm the overseer and doer of everything that keeps the business moving forward. **Did you always want to work in the beauty industry?** I never thought I'd work in the beauty industry! I thought I was going to be a clinical psychologist. **How did you get Tailor Skincare off the ground?** I started Tailor in 2012, but it was two years until it really took off. I was working full-time and Tailor was my hobby, but as it grew I had to decide whether to give it up or put 100% into it. **Any career advice?** Don't be afraid of failure or hard work. In my first year of business, I was working so hard, but sometimes only sold one jar of Tailor Masque per month. It was soul-destroying, but it's how you adapt that counts. Listen to your gut, listen to feedback, and learn how to take feedback objectively, not personally.



FENELLA BROWN
CONSUMER BRAND MANAGER AT
DERMALOGICA NEW ZEALAND

What do you do? I'm the fingertips behind our website, digital marketing and social media platforms, and write the content for our promotional and advertising activity. **Did you always want to work in the beauty industry?** It was more that I wanted to work for a brand I loved. I've been a Dermalogica fan since the Clear Start range saved my skin during my teenage years. **What did you do after high school?** I completed a BCom with Honours in marketing. **Any career advice?** Don't be scared to apply for a role that you don't 100% fit the criteria for. My job was originally advertised as requiring one to two years' experience, which I didn't have. After applying and getting an interview, they changed it to fit me!



SARAH WILLIAMS
MARKETING EXECUTIVE FOR JO
MALONE LONDON & LA MER

What do you do? A bit of everything, from forecasting new product launches, building up our marketing calendars and organising in-store visual merchandising, to packing samples in our warehouse. **What did you do after high school?** I took a gap year and worked in retail to save some money. I'm not sure how successful the saving was, but it gave me a chance to decide which path I was going to head down. I went on to complete a BA in event management, minoring in marketing and PR. I did a lot of unpaid internships along the way, but my first proper job was at Beat Communications. **How do you get ahead in your line of work?** Keep educating yourself on topics that interest you. Being really organised and having amazing attention to detail also helps a lot.

