

Ashley Doyle

Hairdresser

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Erik Nilsson

MOBILESTYLES
123 Fictional Lane
Burbank, CA 91505

Dear Mr. Nilsson,

As a licensed hair stylist in hair coloring and styling, my skills make me the best candidate for this role. My dedication to ongoing professional development, combined with my ability to consult effectively on stylistic options and recommend products that resonate with specific client needs, aligns perfectly with the responsibilities outlined for your hairdressers.

At length, my career has included adapting to clients' diverse needs and preferences, a skill I believe to be critical for a mobile hairstylist. At Krimson Hair Studio, I increased merchandise sales by 17% and improved the booking rate by 26% through upselling techniques and loyalty programs. These accomplishments reflect my ability to not only meet but exceed client expectations.

Additionally, my proficiency in using social media platforms to promote salon services was clear when I led a successful campaign at Glamourax that resulted in a 19% expansion in the local client base. Attending 13 clients every day, I gained expertise in haircutting, coloring, and styling, along with cultivating strong client relationships with personalized services.

Furthermore, my time at Joseph Lamar Salon consisted of preparing and sterilizing all equipment and managing appointments at the front desk. I was majorly involved in washing and consulting hairstyles for clients that meet their personal style and preferences.

I'm eager to bring my experience, skills, and passion for hair styling to MOBILESTYLES.

Thank you for your consideration,

Ashley Doyle

ENCLOSURES

- Resume
- Application
- Cosmetology License