

Francine L. Nash

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Objective: Searching for a challenging opportunity to thrive in an up-scale, friendly dynamic atmosphere.

Qualifications:

- Highly creative in resolving problems and developing profitable solutions.
- Experienced with all phases of production.
- Able to pull together and manage, within budgets, all aspects of a complex campaign.
- Capable of maintaining efficiency through peak seasons and tight deadlines.
- Proven dependable with increased responsibility.

Professional Accomplishments:

6/2000 – 7/2002

Project Manager/Assoc. Producer

TBWA\Chiat\Day, New York, New York

- Proven ability to adapt quickly to a challenge and master new strategies.
- Selected to build structure and implement workflow to a new department after three months of employment.
- Transformed a department of 12 into a smooth running, effective network generating \$1.5M in revenues within the first year.
 - Implemented highly successful and profitable systems:
 - Workflow process - Invoicing and billing procedures
 - Production requirements - Troubleshooting
 - Media requirements
- Extremely well organized, attentive to detail.
 - Simultaneously coordinated: workflow, ideas, materials and people.
- Handled multiple accounts and ran extremely successful campaigns.
- Mac and PC compatible:
 - MS Word - MS PPT - HTML
 - MS Excel - Outlook Express - FTP Sites
- Excellent industry reputation of providing outstanding service:
 - Established solid relationships with publishers and outside vendors.
- Related to a wide range of personalities and forged links between diverse advertising groups.

1990 – Present

Licensed Hair Stylist, Colorist

NYS# 22NA0301965

Total Care Salon, Cold Spring, New York

L.A. Monroe, Peekskill, New York

John Allan's Club, New York, New York

- Established and maintained a clientele of 250+ diversified men, women and adolescence.
- Effectively presented products & ideas and built rapport.
- Solid knowledge of multiple color lines and techniques:
 - Loreal Nexus Aveda
 - Redken Matrix Paul Mitchell
- Prepared overwhelmed graduates for state board exams and trained new employees.

Education:

Westchester and Dutchess Community Colleges:

- A.A.S. in Nutrition, Advertising and Commercial Arts.
- Northern Westchester School of Hairdressing and Cosmetology, Peekskill, New York:
 - Licensed Cosmetologist.

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HAIR STYLIST

HIGHLY ACCOMPLISHED PROFESSIONAL with a 20+ year track record in creating and delivering *state-of-the-art / state-of-the-science* styling and enhancements for demanding high-end male clientele in the most prestigious area salons. Track record demonstrates ability to develop and expand multiple revenue-generating opportunities through diversified avenues within the industry. Demonstrated expertise in establishing and maintaining long term client relations through a personal drive focused on providing expert customer service, *far exceeding clients' expectations*. Recognized for *stylistic wizardry* enhanced by *incomparable product knowledge* resulting in legions of fanatically loyal customers.

Signature skills include:

- * Formal Styling
- * Up-Dos
- * Blow Drying
- * Cutting
- * Coloring
- * Ombre
- * Highlighting
- * Bilage
- * Chemical Relaxants
- * Total Grooming Enhancement

“Frannie is great! Her skills and customer service are the reasons I go to and recommend her to others, despite the many other options in the city.”

Eric L customer since 2015

“I have been a member for over five years. I am always very happy with her work and appreciate the great customer service that she provides.”

Jon C customer since 2009

“Franceen is such an artist with her low-lighting technique; it's so natural looking ... no one would ever know that I color my hair. People think I'm fresh off vacation or started working out. All they know is that I look great.”

Rob B customer since 2003

“I have been a member for over five years now. My experience is always wonderful. Franceen is professional, personable, and a joy. She makes the experience more like visiting a friend than an appointment.”

Jim E customer since 2007

“Franceen is exceptional!”

Gary F customer since 2011

VALUE OFFERED

- * Demonstrated expertise and deep, rich knowledge of diverse cutting and coloring techniques; effectively enhancing personal appearances; thereby dramatically elevating individual patron confidence.
- * *Highly articulate*; possess *excellent communication skills*, both written and verbal.
- * Proven ability to adapt quickly to dramatic change and new challenges within any organization.
- * *A thorough perfectionist*, totally prepared for unique challenges.
- * Proven experience in providing clientele with *world-class service* and the confidence that they will look amazing with their 'new look'.
- * Verifiable ability to *motivate* both colleagues and customers which has been directly attributed to both staff and *client retention*.

CAREER HIGHLIGHTS

- * Credited with *playing key role in creating and establishing a multi-national organization* of upscale men's grooming clubs in both the U.S. and Canada.
- * Achieved excellent industry reputation for providing “... *outstanding service*.”
- * *Achieved industry-wide recognition* with prominent media coverage including television, print, and internet.
- * Initiated and conducted eight-hour hands-on technical seminars in TriBeCa consisting of industry peers that included multiple cutting methods, product knowledge and usage, current trend and *fashion-forward* styling, culminating in a photo shoot for various consumer and trade publications.

**PROFESSIONAL
EXPERIENCE**January 2002 -
Present**JOHN ALLAN'S MEN'S GROOMING CLUB**, New York, NY**TECHNICAL DIRECTOR / EDUCATOR / LICENSED STYLIST** for industry-leading men's hairstyling salon with locations coast-to-coast including Canada.

- * **Top producing stylist** with enviable **98% client retention rate**.
- * Designed, developed and deployed well-received operating and training program for all job functions within the salon.
- * Established and trained a quality education team leading to consistent and outstanding customer and technical services from the moment they walk through the door to the time they leave
- * Helped create and establish multi-national organization of the John Allan's upscale men's grooming clubs.
- * Instrumental in opening locations in New York, Chicago, San Francisco, Los Angeles, and Toronto, Canada. Selected, hired, and trained stylists for all seven locations.
- * Function as part of management team overseeing company's largest location: Direct supervision of 30 staff including hairdressers, manicurists, shampoo assistants, and valets.
- * Effectively orchestrate the service flow for more than 200 daily salon guests.
- * Serve as point person for all customer service issues.
- * Direct all hands-on job training efforts for new and existing locations.
- * Present hands-on technical seminars to other licensed professionals within the industry.

Selected Achievements:

- ◇ *Credited with generating and developing a full client base within first six months to become a top producing stylist, maintaining a 98% client retention rate* with high product retail sales; contributing to the success of and upholding the integrity of the company.
- ◇ Achieved industry-wide acclaim with in-demand educational programs and hands-on training seminars.
- ◇ **Recognized** as a **go-to professional** for expert hairstyling and product usage tips in the **New York Post** and **Cosmopolitan Magazine**.

1990 - 2002

ROBERT'S TOTAL CARE SALON, Cold Spring, NY *and***AESTHETIC HAIR DESIGNERS**, Ossining, NY**LICENSED COSMETOLOGIST / COLORIST**

- * Successfully established and maintained a diverse clientele of over 200 men, women, and adolescents.
- * Conducted comprehensive consultations with clients to identify specific personal needs.
- * Effectively delivered creative coloring, color correction and highlighting treatments.
- * Prepared graduates for State board exams and trained new staff.

**PROFESSIONAL
EDUCATION****NORTHERN WESTCHESTER SCHOOL OF****HARIDRESSING AND COSMETOLOGY**, Peekskill, NY**Redken Quest** and Symposia with **Michael Cole**, NYC and Westchester County**Redken 5th Avenue Exchange**, NYC**Loreal Color Institute**, NYC**New York IBS** and **HairJams**, NYS**Graham Webb Academy**, Richmond, VA**REFERENCES**

Excellent References Will Be Furnished On Request