

DOROTHY STROUHAL

832.597.1194 | dorothy@yourmakeupexpert.com | www.yourmakeupexpert.com | dorothystrouhal.com

PROFILE

Experienced Beauty Professional, Makeup Consultant, Speaker, Seasoned Makeup Artist, and Community Advocate with over 15 years in the beauty industry. Demonstrated success in entrepreneurial ventures, serving as a highly sought-after Makeup Artist for prestigious clients such as Dr. Oz, President Bush, Daymond John, Brene Brown, and notable MLB and NFL media figures. Recognized as a featured speaker and educator at industry events, holding memberships in esteemed organizations and attaining multiple certifications. Proficient in business development, beauty consultancy, community outreach, forging strategic partnerships with industry leaders, and brand marketing. Seeking to apply extensive expertise in a corporate brand marketing role, integrating creativity with strategic business initiatives.

- | | | |
|-----------------------------|---------------------------|----------------------------|
| ✓ Activist & Change Agent | ✓ Creative Initiatives | |
| ✓ Artistic Visionary | ✓ Leadership Development | |
| ✓ Beauty Artistry Education | ✓ Logistical Coordination | ✓ Planning & Presentations |
| ✓ Beauty Consultant | ✓ Marketing & Promotions | ✓ Project Management |
| ✓ Brand Management | ✓ Organizational Mindset | ✓ Strategic Networking |
| ✓ Budgetary Control | ✓ Photography/ Video | ✓ Technical Knowledge |
| ✓ Client Relations | ✓ Social Media Marketing | ✓ Training & Development |
| ✓ Community Engagement | | |

EXPERIENCE

Owner & Founder | Your Makeup Expert, LLC

Houston, TX

2004 to Present

- Spearhead the daily operational functions of owning and operating a thriving independent makeup artist business including: hair styling, makeup, and wardrobe consulting for productions
- Worked with notable industry leaders and Hollywood elite as key makeup and department head, consulting, application, production makeup, wardrobe style, hair services, bridal hair, and airbrush makeup services for movies, commercials, live productions and events
- Created branding, promotions, and marketing concepts for Your Makeup Expert, LLC from inception to completion, resulting in repeat clientele of local celebrities, production companies, large corporations, and sports leaders
- Trained and supervised top-tier makeup artists and hairstylists for on-location services.
- Expert in color theory, beauty and natural makeup, production makeup, avant-garde design, and basic hairstyling for diverse applications including editorial, film, and live events.

Beauty Expert and Concierge Lead | Luminess Cosmetics

Houston, TX

2/2022 to 04/2025

- Trained and mentored beauty concierge team members to ensure consistent, high-quality customer experiences.
- Perform instructional training live and in video from basic applications to advanced technical knowledge, changing with the industry trends to remain relevant and cutting-edge
- Hosted personalized video appointments with clients that address each client's unique skin type, lifestyle, and beauty goals.
- Offered expert product and shade recommendations through timely responses to client inquiries via email, text, and live chat.
- Collaborated with the Ecommerce and Customer Service teams to support digital launches, virtual events, ongoing ads, and customer service needs.
- Represented the brand on social platforms and in private sessions with warmth, professionalism, and extensive product knowledge across all digital touchpoints.

Founder & President| Beauty Will Rise

Houston, TX

2012 to 2018

- Developed 501c3 non-profit organization for the purposes of raising awareness on human trafficking through education, prevention, raising awareness, and fundraising
- Serves as motivational speaker and community activist to empower the public about human trafficking
- Designed a youth awareness and prevention program funded by personally created cosmetic line
- Serves as an advocate and educator to local law enforcement
- Creates positive, community-driven social change, and civic engagement activities enhancing public awareness of difficult topics gaining momentum in modern society
- Holds a motivational platform for women empowerment topics, parent/youth relations, personal development, and spiritual insight
- Orchestrates community events, fosters donor relations to enhance funding, and educates the public to bring about awareness to spark change

CLIENTS *(Partial List, Full List Available)*

Celebrities

President Bush Sr. and Jr.
Dr. Oz
Brene' Brown
Sarah Lancaster
Drew Waters
Natalia Cagliuti
Maddie Hasson
Billie Burke
Ashley Jones
Conan O'Brian
John Smoltz
Matt Vasgersian

Sean Casey
Joe Buck
David Ortiz
Kevin Burkhardt
Magic Johnson
Alex Rodriguez
Larry King Live
Phil McGraw
Kenney Chesney
Mary Lou Retton
Seth Myers
Shohreh Aghdashloo

Production Companies and Agencies

Assignment Desk, Carlstrom Production, Brand Tales, Third Story Films, Soledad Productions, NBC Universal, Strategic Media, A. Smith & Co. Productions

Corporate

Adidas, L'Oreal, Nike, Johnson & Johnson, Pfizer, The Houston Ballet, People Magazine, Walmart, Target, Luminess Cosmetics

Commercial / Industrial Photos & Film

Citgo, Shell, Exxon, BP, Conoco Philips, Sonic Drive In, City of Houston Campaign, Nasa, Rice University, Houston Museum of Fine Arts, Trikafta

Television

Netflix, Hulu, Oxygen Network, MLB, NFL Network, Fox Sports, Lifetime network, Nasa "Above and Beyond", CNN, NRA Conference, Houston Livestock Show & Rodeo, "More than Enough", "Preacher's Mistress", PBS, NBC, ABC

EDUCATION / CERTIFICATIONS / TRAINING

Lee College, Baytown, TX

Director's Certificate in Beauty & Recipient of Theatrical Scholarship
Lash Extension Certified

Human Trafficking Training

University of St. Thomas Human Trafficking Academy

AFFILIATIONS / MEMBERSHIPS

- I.A.T.S.E. TX 484, Texas Production Directory
- TXMPA (Texas Motion Picture Alliance)
- Work in coalition with National Human Trafficking hotline & local police department
- Work alongside United Against Human Trafficking and Polaris Project
- WIFT (Women in Film & Television)
- IMBD

FUNDRAISING AND SPEAKING ENGAGEMENTS *(Partial List, Full List Available)*

- Baytown Domestic Violence Awareness Campaign
- Bay Area Ministers Association
- Grace Church Womens Event
- The Beauty Event
- Harris County Public Health Department
- Methodist Hospital, Crime Stoppers
- City of Baytown Sexual Assault Conference