



MARIANA REYES-CALDERON

Portland, OR | (503) 884-2197 | mariana.reyescalderon@email.com

PROFILE

Licensed hair stylist with 7+ years behind the chair specializing in balayage, lived-in color, and curly-textured cuts. Built a rebooking rate above 80% at a mid-size salon and consistently rank in the top three for retail sales. Known for honest consultations and a calm chair, especially with first-time color clients.

KEY SKILLS

- Balayage, foilage, and lived-in color
- Curly and coily cutting (Devacurl method)
- Redken Shades EQ and Wella Koleston formulation
- Color correction and tone-on-tone work
- Client consultation and retention
- Boulevard and Vagaro booking systems

PROFESSIONAL EXPERIENCE

Senior Stylist & Color Specialist

Cedar & Sable Salon, Portland, OR | April 2021 - Present

- Maintain a personal book of roughly 320 active clients with an 82% six-week rebook rate.
- Average \$1,840 in weekly service revenue plus retail, top performer on a team of nine stylists.
- Lead quarterly color education sessions for junior stylists, focused on Redken Shades EQ formulation and corrective toning.
- Rebuilt the salon's curly-hair menu after Devacurl certification, adding a dedicated dry-cutting service that now books out two weeks ahead.
- Manage Instagram portfolio that drives 6-8 new client requests per month.

Hair Stylist

Maple Row Hair Co., Beaverton, OR | June 2018 - March 2021

- Grew from assistant to full-service stylist within 11 months by hitting all apprenticeship benchmarks early.
- Specialized in foilage and root smudge work for blonde maintenance clients on 8-10 week cycles.
- Hit retail-to-service ratio of 18% during 2020, well above the salon average that year.
- Covered front desk during short-staffed shifts and helped onboard two new assistants.

EDUCATION

Cosmetology Diploma

Phagans School of Hair Design, | May 2017

CERTIFICATIONS

- Devacurl Inspired Stylist Certification, , February 2022