

Jane Colley

janevictoria@outlook.com · 972-832-1579 · www.janecolley.com
Dallas Texas Metroplex

SALES DIRECTOR | FIELD EDUCATOR | ESTHETICIAN - MUA

A results-oriented sales professional with a lifelong passion for makeup and skincare experienced in management and leadership roles. Former Med Spa owner who has a drive to train and lead a team in order to enhance the confidence of others while building market share for a cosmetic and skincare brand. Excelled as a Regional Sales Manager, driving a 160% product line growth. As a Business Director, grew Blue Mermaid Spas revenue to 800K and developed a high-performing team.

STRENGTHS AND EXPERTISE

Team Leadership
Strategic Planning
Business Development

Performance Analysis
Social Media Management
Relationship Selling

Territory Growth
Customer Service
Operations Management

PROFESSIONAL EXPERIENCE

Regional Sales Manager

2022-2024

Carie Boyd Pharmaceuticals - Irving, TX

- Cultivated strong relationships with healthcare providers, resulting in a 160% growth in product line,
- Successfully implemented promotional campaigns and strategic plans, achieving and exceeding monthly sales goals.
- Exceeded call metrics, and sales quotas, contributing to territory and company objectives.
- Communicated brand benefits and application instructions across various healthcare professional groups, encompassing primary care and specialty fields.
- Delegated projects and assignments to two direct reports.

Business Director | Esthetician

2014-2022

Blue Mermaid Spa - Dallas, TX

- Elevated client satisfaction and retention by executing strategic communication and tailored service assessments, resulting in 800K in sales revenue.
- Conducted in-debt market analysis to inform daily sales presentations, effectively communicating product benefits and competitive positioning to support significant sales achievements.
- Drove team to deliver sales targets, productivity benchmarks, and maximize market share.
- Developed and oversaw a dynamic professional team of 10, providing extensive training that enabled effective integration contributing to the organization's expansion and growth.

Head Key Makeup Artist Hairstylist

2010-2019

MorcaMan Films - Irving, TX

- Key Head Makeup Artist for Nightmare Theater, Kartoon Festival, Sprockets & Splices, Pale Moon Theater, An Evening with David Carr, A Womens Worth.
- Planned and executed the Director and Producers vision for projects.
- Developed and directed a team of Make Up Artist, coordinating makeup, hair and wardrobe.

Esthetician | Counter Sales

2013-2014

Lancer Skincare - Neiman Marcus - Dallas, TX

- Performed complimentary facials while presenting the benefits of the products line to build customer loyalty and increase market share.
- Kept up with knowledge of industry trends and best practices and ability to work across functional areas.
- Oversaw in store reviews, elevate inventory issues and oversaw visual merchandising standards.

Senior Technical Sales Representative

2002-2012

NuSil Silicone Technology - Dallas, TX

- Expanded client base, achieving an annual revenue growth from 200K to 5 million and received top Salesperson award for outstanding performance.
- Directed sales operations for silicone applications in various sectors such as Cosmetics, Healthcare, Aerospace and Engineering, across a multi-state region including international territory in Mexico.
- Provided detailed product expertise, articulating the advantages of an extensive 6,000 product portfolio to customers.
- Marketed and communicated technical solutions for intricate engineering problems, aiding in substantial market share expansion for principal product lines.

EDUCATION

Bachelor of Science in Marketing Management

Bellevue University - Bellevue, NE 4.0/4.0 GPA

Licensed Aesthetician Texas #1598849

Paul Mitchell Esthetics School- Dallas, TX

Google Project Management Certificare, Coursea May 2024
