

KELLY SAID BALSECA HIDALGO



PERSONAL DATA

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Date of birth: November 12, 1999 Gender: Female

Marital status: Single

PROFILE

I am a cosmetologist and dermatologist with a solid academic background and a passion for helping my clients enhance their natural beauty. With several years of experience in the field, I specialize in personalized treatments that promote skin health and overall well-being. Bilingual in English and Spanish, I have exceptional communication skills that facilitate customer service and effective sales closing. My focus is on providing exceptional service and visible results, ensuring client satisfaction at every visit.

TRAINING

Senior Technologist in Comprehensive Aesthetics South

Oct 2023 - Apr 2025

American Higher Technological Institute, Quito

- Study of the anatomy and physiology of the skin to better understand its functions and pathologies.
- Training in the use of cosmetic products and their formulation to offer personalized treatments.
- Advanced knowledge of aesthetic equipment and its use in effective dermatological treatments.
- Training in deep facial cleansing techniques and exfoliation treatments to improve skin texture.
- Advanced knowledge and training in facial depigmentation and rejuvenation. Development of dermatological products.

Dermatocosmetics

Nov 2024 - Nov 2025

INTESUD, Quito

- Training in the formulation of dermocosmetic products, adapting them to the needs of different skin types.
- Practical training in depigmenting and anti-aging treatments using innovative products.
- Evaluation and diagnosis of skin conditions to develop treatment plans

personalized in dermatocosmetics.

- Integration of ethical and sustainable practices in the application of cosmetic treatments and product selection.
- Study and advanced application of Platelet Rich Plasma.

Professional Makeup Artist.

Nov 2023 - Jul 2024

INTESUD, Quito

- Mastery of social, daytime, evening, and special event makeup techniques. Ability to enhance the client's natural beauty by adapting styles based on facial type, skin tone, and occasion. Knowledge of high-end products, skin preparation, and current trends. Ability to work under pressure, whether in individual sessions, photo shoots, or real-time events.
- Training in the use of makeup techniques for treating skin imperfections, ensuring a flawless finish.
- Experience in selecting cosmetic products that improve skin health and minimize the risk of allergic reactions.

EXPERIENCE

Sales consultant

Jan 2020 - Mar 2022

EDEN'S GARDEN, Quito

- Personalized advice to clients on plant-based products
- Developing long-term relationships with customers to foster loyalty and repeat purchases.

Cosmetologist

Nov 2024 - Apr 2025

Quito

- Skin diagnostics and personalized advice. Implementation of facial rejuvenation treatments, including innovative techniques and dermocosmetic products.
- Customer training on the correct use of cosmetic products and their effectiveness in skin care.
- Development of personalized aesthetic care protocols for different skin types. Custom cosmetic product development, paying attention to each client's specific needs.
- Specific facial treatments, such as exfoliations and deep cleansing, are performed to improve skin health.
- Development of marketing strategies to promote aesthetic treatments and increase clientele. Continuous education on the latest advances in cosmetics and dermatology to provide up-to-date recommendations to clients.

COMPETENCES

Skin diagnosis

Customer advice

Facial treatments

Use of aesthetic equipment

LANGUAGES

English

HOBBIES AND INTERESTS

■ Read literature

■ Photograph

Production of customized products

Development of aesthetic protocols

■ Painting and drawing