

Jasmin  
Rahman

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# JASMIN RAHMAN

New York, New York

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IMDb: <http://www.imdb.com/name/nm8865259/>

## Career highlights

**Key Makeup Artist for Hosts Rajiv Satyal & Monica Bassi for ZeeTV “Dance India Dance Super Mom’s” North America Audition Episode, November 2014**  
**Key Makeup Artist for film Now and Then, May 2014- July 2015**  
**Assistant Makeup Artist for Mickey Singh music video “Nachija”, June 15-16, 2015**  
**Key Makeup Artist for Spring Fashion Faves 2016 Philadelphia Weekly Issue, March 23, 2016**  
**Key Makeup & Hair Artist for music video “Romeo Romeo” from “Uppu Huli Khara”, September 2016**  
**Key Makeup Artist for Urban Desi Conference & Concert, March 2016- Present**  
**Makeup Artist for Gumby ft. Heems music video “Ceviche”, January 10, 2017**  
**Key Makeup & Hair Artist for Nav Deep ft. Raxstar music video “Nakhre”, February 3, 2017**  
**Key Makeup & Hair Artist, “Mslm” by HYFN & Atif commercial, June 2017**  
**Key Makeup & Hair Artist, KING Commercial, June 13, 2017**  
**Key Makeup & Hair Artist for Nav Deep Music Video “Kah De Mein Socha”, June 18, 2017**  
**Key Makeup & Hair Artist ft. Zaid Ali, America’s Smartest Family, ZEETV Americas, October 2017**  
**Beauty Director& Consultant for Tonal Beauty Inc., October 2017-February, 2018**  
**Key Makeup & Hair Artist, Cash’ing Out Pilot, November 27, 2017**

## Skills & Expertise

- Strip & Individual Eyelash Application
- Highlighting & Contouring
- Product Development
- Product Reviews
- Clean beauty, editorial and bridal makeup
- Infection Control/Sanitation Procedures
- Brand Consultation
- Development of Makeup Concepts for Film/TV/Theatre/Photography
- Hair styling
- Color Theory
- Content Creation
- Skincare Knowledge
- HD Makeup for photography, film and tv
- Educational services
- Male grooming
- Global skintone matching
- Mood Board Creation
- Creative Direction
- Eyebrow Shaping

## Job Opportunities & Clients

- RAW Artists featured artist
- Txture Magazine
- MassMutual
- DermaE
- TV Asia
- Maharani Weddings
- Thomas LaVone
- Pixi Beauty
- VisitPhilly.com
- Philadelphia Style Magazine
- Falu Music
- Philadelphia Inquirer
- SJS Events
- Urban Decay Cosmetics
- Momina Mustehsan
- Shenaz Treasurywala
- Kavita Krishnamurthy
- Miss New York USA 2012
- Rivesse Clothing
- Diva Richards Fitness
- Zee TV USA & ZeeBangla
- Naveda Couture
- Kumar Sanu
- NJ.com Weddings

- TV9 Kannada
- Octoly
- Mitan Ghosh
- Womankind
- Laura Mercier
- Ayush Kejriwal
- West x East Apparel
- Real Techniques
- Pop Beauty
- Zaid Ali
- DJ Goddess aka Jessica Dhillon
- Nadia Mejia (Miss California USA 2016)
- King Advertising
- Philadelphia Weekly
- US India.com
- V & V Management
- Maryam Ishtiaq Shah

## **EMPLOYMENT HISTORY**

**Tonal Beauty Incorporated**, New York, New York

Beauty Director & Consultant

*October 2017-February 2018*

- Lead and executed makeup applications on participants of product formulation trials
- Conducted market research and analytics of competitor brands, products, upcoming releases including formulation and shade ranges
- Worked along side of chemist to develop the appropriate product shades for target market as well as product packaging
- Identified needs of the target demographic by analyzing current market and consumer trends and gaps in the market pertaining to the target demographic
- Analyzed authenticity of branding materials to ensure the vision & cultural voice was relatable to the target demographic

**Brown Girl Magazine**, New York, New York

In- House Makeup Artist & Beauty Writer

*July 2014- Present*

- Makeup and skincare tutorials specific to women who identify as South Asian created for specific social media channels
- Blog posts curated monthly containing beauty advice specific to women who identify as South Asian
- Provide press coverage for New York Fashion Week, South Asian Diaspora, & female empowerment related events across the magazines social media outlets
- Sponsored content creation for brands pertaining to South Asian women's beauty needs and makeup trends
- Lead makeup artist for photoshoots, commercial campaigns, fashion and beauty events hosted by the magazine

**Jasmin Rahman Makeup Artistry**, New Jersey, USA

CEO & Freelance Make-up Artist

*January 2011- Present*

- Provide custom, unique makeup looks for each client to enhance their self-image
- Market services to a new population via social media such as Facebook, Pinterest, LinkedIn, Twitter, and Instagram as well as specialized networking websites such as Models.com and Model Mayhem
- Ensure proper hygienic procedures of products, to minimize unpleasant side effects from make-up and skincare use
- Create custom contracts, schedules and invoices for individual client needs

- Sustain knowledge of new products, techniques and fashion trends in order to provide clients with up-to-date services
- Professional development & continued education workshops, seminars and trainings quarterly to further mastery of makeup application & hair styling techniques
- Content creation for brands including but not limited to original videos & photos for social media reviewing products, discussing beauty and health topics, and makeup tutorials

**MAC Cosmetics, South Jersey & Philadelphia Region**

Freelance Makeup Artist

*June 2014- June 2015*

- Custom foundation matching and application
- Personal makeup application lessons
- Book appointments for events and makeup applications
- Full-face makeup application
- Promoting new and current collections

**Clinique at Macy's, Deptford, NJ**

Beauty Advisor

*April 2011- September 2011*

- Assessed clients' skincare needs using the brand's individualized tools
- Educated clients about the importance of daily skincare regimens
- Performed beauty services on at least 5 clients daily
- Met sale's goals consistently per month
- Maintained and grew counter's following at least 10% using innovative marketing techniques
- Created individual beauty or skincare routines for clients

**Macy's Cosmetics Department, Deptford, NJ**

Beauty Advisor

*June 2010- September 2011*

- Represented and received training from every cosmetics line carried in the department including fragrance
- Consulted clients on skin care and cosmetic needs based upon individual concerns
- Provided excellent customer service tailored towards cosmetics brand being represented
- Met sale's goals consistently per month
- Constructed individual skincare and beauty routines for clients based on compatibility with brands such as Lancome, Dior, Shiseido, Estee Lauder, Elizabeth Arden, Dermablend, Clarins, Fashion Fair, Clinique and Strivectin

Education

**Glam Lab Makeup Studios & Academy, New York, NY**

- **International Makeup Artist Certification** July 2014

**Rowan University** Glassboro, NJ September 2013- May 2016

- **M.A. Counseling in Educational Settings**
- **Certificate of Advanced Graduate Studies in Clinical Mental Health Counseling**

**Rutgers University**- New Brunswick, NJ September 2009- May, 2013

○ **B.A. Psychology, Minor Public Health**  
**Glassboro High School**- Glassboro, NJ Graduated June, 2009

**Links**

Cash'ing Out Pilot

<https://vimeo.com/257293819/c1eac2f127>