Melissa Hoffman

Enter

About Me

My name is Melissa Hoffman and I am a second year student at Western University, studying Media, Information and Technoculture.

I have created this e-publication to display my resume, as well as my expereince in different disciplines, such as makeup artistry and writing.

Other than what can be seen on my resume, I have lots of other interests.

My largest interest is in makeup and beauty. I really enjoy buying different makeup products and creating different looks. Aside from regular beauty makeup, I also enjoy special FX makeup, involving creating bruises and wounds. I hope to build a career in the beauty industry, in the field of advertising.

Travelling is another one of my favourite hobbies, and I one day hope to visit every continent. Currently, I have visited countries in North America, the Caribbean and Europe.

I really love animals and one day hope to have a dog.

I hope you enjoy my e-publication! Feel free to contact me with any further questions.

Resume

MELISSA HOFFMAN
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SKILLS & STRENGTHS

- Excellent verbal, written and interpersonal communication skills
- Able to easily adapt to new situations and people
- Critical thinking and creative problem solving skills developed in academic and professional settings
- Proficient in Microsoft Office; Adobe Photoshop, Illustrator and InDesign

EDUCATION

Honours Specialization in Media Information and Technoculture (MIT)
- Western University | London, Ontario 2014-2018

Makeup Artistry Certification
- GLOW Academy | Toronto, Ontario 2015

Ontario Secondary School Diploma
- Forest Hill Collegiate Institute | Toronto, Ontario 2014

MARKETING

Brand Representative, Mosaic Experimental Marketing | Toronto, Ontario 2015
- Representative for Microsoft
- Promoted the Surface Pro 3 tablet and increased sales within retail locations

MAKEUP ARTISTRY

Freelance Makeup Artist | Toronto, Ontario 2014-Present
- Applies makeup on clients while adjusting techniques to each clients needs

Resume

GRAPHIC DESIGN

Geofilter Creator, Snapchat | London, Ontario 2015
- Created geofilters for Western University that were published by Snapchat

Forester Yearbook, Forest Hill Collegiate Institute | Toronto, Ontario 2014
- Assisted in producing and determining the layout of the Forester Yearbook using InDesign, Photoshop and Illustrator

LEADERSHIP EXPERIENCE

Counsellor, Camp Robin Hood | Markham , Ontario Summer 2015
- Counsellor for children ages 3-5
- Ran cabin and unit wide programs

Counsellor, Camp Manitou | Parry Sound, Ontario Summer 2013, 2014
- Counsellor for children ages 7-10
- Instructor for archery and fishing

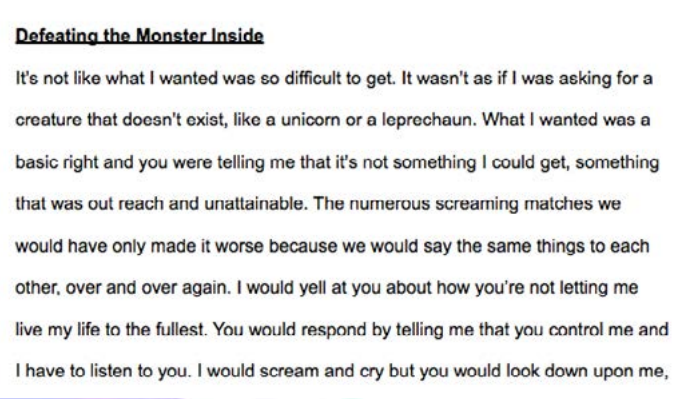
Classroom Volunteer, Charles Howitt Public School | Richmond Hill, Ontario 2013-2014
- Volunteer in an Senior Kindergarten/Grade 1 classroom
- Aided in teaching Math, Language studies and Physical Education

Swim Instructor, Shendy's Swim School | Toronto, Ontario 2012-2014
- Taught swimming and first aid skills to children ages 2-15

CERTIFICATIONS

- Smart Serve 2015
- Water Safety Instructor 2013

Gallery



Defeating the Monster Inside

It's not like what I wanted was so difficult to get. It wasn't as if I was asking for a creature that doesn't exist, like a unicorn or a leprechaun. What I wanted was a basic right and you were telling me that it's not something I could get, something that was out reach and unattainable. The numerous screaming matches we would have only made it worse because we would say the same things to each other, over and over again. I would yell at you about how you're not letting me live my life to the fullest. You would respond by telling me that you control me and I have to listen to you. I would scream and cry but you would look down upon me,

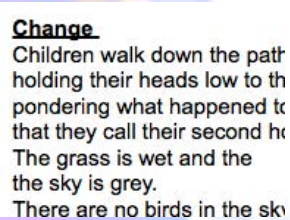
Writing Samples

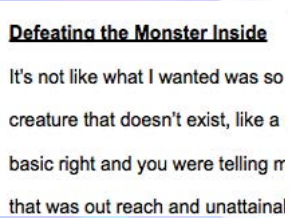
Makeup Artistry Samples

Graphic Design Samples

Photography Samples

Writing Samples


Change
Children walk down the path
holding their heads low to th
pondering what happened to
that they call their second h
The grass is wet and the
the sky is grey.
There are no birds in the sky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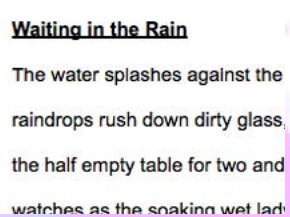
Waiting in the Rain
The water splashes against the
raindrops rush down dirty glass,
the half empty table for two and
watches as the soaking wet lad

Change

Children walk down the path
holding their heads low to the ground,
pondering what happened to this special place
that they call their second home.
The grass is wet and the
the sky is grey.
There are no birds in the sky
like on a typical summers day.
The scent of sweet flowers and musky trees
have disappeared
and have been replaced with the smell of nothing.
As if the nature that made this place beautiful
has been taken away.
The cold air makes the hairs
on the necks of the children
stand up straight.
It's as if being here is a chore and a task
rather then an escape
from reality
like it used to.
Nothing feels like it did
a mere 12 months ago.

This is an image poem that I wrote for a writing course that I took in first year. The assingment was to write a poem using very descriptive words, so the reader feels like they are within the work. This poem was written about my expereince at sleepover camp. Going away to camp used to be my favourite thing in the world, and the rest of the year was spent looking foward to those two months. One summer, however, I felt that everything about camp felt different and I did not enjoy being there quite as much.

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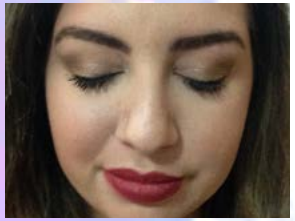
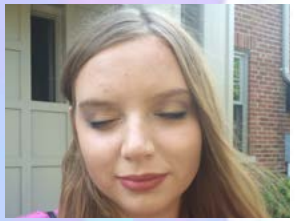
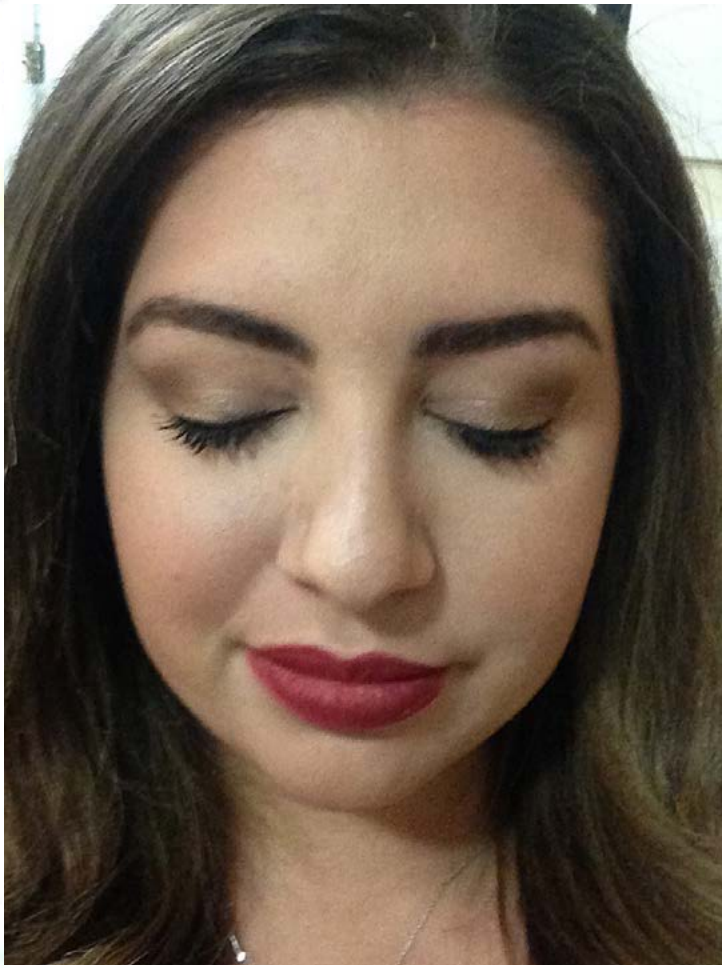
Makeup Artistry Samples







This was a makeup look I created on Hannah for her sorority formal. She is wearing bronze eyeshadows from Urban Decay's Naked Palette, as I felt they worked well with her skin tone. I added a darker red lip to add a pop of colour.

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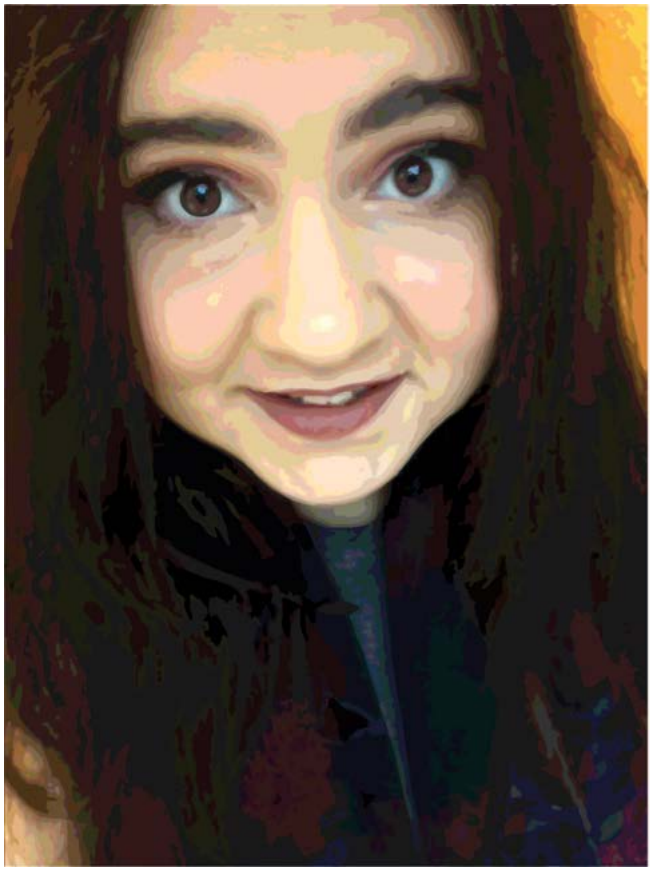
Graphic Design Samples



This is a vector image I created on Adobe Illustrator. I used the pen tool to trace the individual colour sections of my posterized face. This project allowed me to learn new skills, such as the pen tool and saving swatches. I was also able to explore Adobe Illustrator, which I was previously had little experience with. Although this project took me over 40 hours to complete, I am very happy with the result. I now feel as if I know the basics of Illustrator, and would be compitant using the program in the future.

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Photography Samples

This photo of the Golden Gate Bridge was taken in 2014, when I was in San Francisco, California.

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Contact

Please feel free to contact me with any questions or concerns you may have.

I have also included links to my social media pages, if you would like to follow me on there.

You can find more makeup artistry samples, and contact me about anything makeup/beauty related, here.

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Twitter: @melissaryanh

Instagram: @melissahoffman4

Facebook: Melissa Hoffman

Linkedin: Melissa Hoffman

Blog: Melissa Hoffman Beauty

Snapchat: melissahoffman4