

Charmaine Calderón Balcerzak

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Cell/Text: (303) 619-5145

Private Salon Studio-Direct Phone: (720) 529-0945

PROFILE: Charmaine Calderón Balcerzak, I have experience in two roles. First as licensed professional Hair/Makeup Artistry with over 15+ years experience. Working on film productions, commercials and events as Key Hair/Makeup Artist. Second, as a Production Coordinator/Manager, helping with maintaining budgets, schedules, paperwork and contracts In addition to having major connections with companies for product placement items to help reduce the balance of studio production cost. I am also a member of IATSE and willing to travel.

Film Credits: Hair and Makeup Artistry for film production

- **Hair/Makeup Artist** - HAPPY @#&ING VALENTINE'S DAY- short comedic film-Director Jeremy Dehn and Produced by Sheila Schroeder January 2016
- **Hair/Makeup Artist** – Jameson Whisky – “Open Doors” August 2015
- **Hair/Makeup** - American Idol XV for Taylor Hicks and Brian O - July 2015
- **Hair/Makeup: Short:** “Fire Ripples” April 2013
- **Art Director**, Short Film: Hell Bank Note, October 2010-June 2011
Overseeing hair, makeup, prop master and wardrobe
- **Script Supervisor for Short Film:** Forgive Me-August 2012
(Script Writer/Director: Andrea Martinez)
- **Producers Assistant** - Jameson Whisky “ Open Doors August 2015
- **Producer, Full Feature Film:** “The Silver Moonlight” August 2015
- **Premiere Event Planner** - Full Feature “ Cop Car” Director Jon Watts:
Starting Kevin Bacon, Camryn Manheim, Shea Whigham, James Freedson Jackson, Hays Wellford and Kyra Sedgwick – Released August 2015
- **Actress** - “The Silver Moonlight” – 2015

WORK EXPERIENCE:

Charmaine’s Bella and Colour Salon, Highlands Ranch, CO – Cosmetologist/Private studio owner

- Hair and Makeup Artist
- Provide customer service and sales to establish a growing clientele
- Purchase and manage products inventory
- Manage operations and budget financials
- Developing profit and loss statements for the business
- Conduct marketing, research analysis and strategic business planning to reflect current trends, forecast and practices
- Sponsor charitable events and benefits
- Consult the beauty industry on marketing (Allure Marketing Solutions, LLC.)

Entertainment Marketing Communications, Castle Rock, CO - Marketing Specialist

- Specializing in branding across media platforms with marketing and advertising
- Consulting on marketing goals
- Product placement for films- helps to reduce the balance studio production cost
- Providing donations from companies-helps to reduce the balance studio production cost
- Manage operations and budget financials
- Developing profit and loss statements for the business
- Conduct marketing research analysis and strategic business planning to reflect current trends, forecast and practices

EVENT/TRADE SHOW EXPERIENCE:

- **Deco-** Trade Show through IATSE Local 7 GES and Freeman
- **Foreman on Trade Show** Through IATSE Local 7 Coast to Coast –National Business Media (NBM Show)

EXPERIENCE/LEADERSHIP ACTIVITIES:

- **Hispanic Chamber Foundation First in Leadership Program 2016**
- **Executive Forum Leadership Series 2016**
- **Executive Forum Leadership Series 2015**
- **Member and Liaison of IATSE-The International Alliance of Theatrical Stage Employees, moving Picture Technicians Artists and Allied Crafts of the United States**
- **Liaison Communicator between the Film State Office and IASTE**

- **Co- Chair Ambassador**, Hispanic Chamber of Commerce, Denver, CO November 2011-present
Networking monthly with business members
- **Women In Networking/Win Committee**-H.R Chamber of Commerce
2013 Highlands Ranch, CO July 2012-2014

- **Business Community Mixer – Castle Rock/Castle Pines Location 2016 – Present**
- Once a month collaborating the local community businesses and connecting them with residents

- **Committee W.O.M.E.N** with Castle Pines Chamber of Commerce created with team. April 2016

EDUCATION:

- **Additional Education:** PA Certified class from Vincent Gonzales, DGA
- **Regis University**, Denver, CO
Alumni Auditor-2011
Fine Arts in Film and Video Production
- **Regis University**, Denver, CO
Master of Business Administration with emphasis of Marketing, Graduated: Aug. 2010
Additional Education Classes: International marketing, marketing strategy, advertising and promotion, consumer behavior product management and public relations.
- **University of Phoenix**, Denver, CO
Bachelor of Science in Business Administration and Management, January 2007

OFFICE SKILLS:

- Experience in Organizations Skills, Administration/Management, MAC/PC, Word, Excel, Final Draft, Final Cut Pro, Photoshop and Marketing.

AWARDS/RECOGNITIONS:

- Recognition and letter of recommendation from the past President and CEO Diedra Garcia February 2015
- Recognized nationally in professional Excellence-Published in the Inspire Hair Fashion for Salons. Book Volume 61 page 25.
- Honorable mention in Colorado Stylist and Salon -June 2007

• **Links to imdb and Vimeo for additional production information:**

<http://www.charmainesbellasalon.com>

<https://www.facebook.com/CharmainesBellaColourSalon/>

<https://pro-labs.imdb.com/name/nm5336389>

<http://www.pinterest.com/Charmainecb77/>

<http://vimeo.com/97447591>

http://InstagramCharmaines_Bella_Salon

<http://www.entertainmentmarketingcommunications.com>