

Eugene Davis

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Personal Bio

Eugene Davis has over 30 years industry experience ranging from Management in Salons & Retail environments, Creative management on major campaigns/photoshoots, Implementation of Educational industry standards with City & Guilds and other educational organizations and Renovation and Project management of two creative/salon spaces. Spending over 18 years in Europe and now back in the US, Eugene Davis brings a fresh new perspective to any environment or clients he works with. As a Creative at heart from humble beginning as a Visual Merchandiser at Bloomingdales to leading the Hair team at the Iconic Olympic Games in London his ability to bring innovation, creativity and true leadership has been a key driver in his achievements. As a lifelong learner, his always looking at ways to evolve and bring out the best in those around him by his approach to detail, elevation of excellence and challenging change.

His career has allowed him to travel the world from Europe, Singapore and Africa gaining the opportunity to work with some amazing companies such as Proctor & Gamble, Unilever, Toni & Guy, Design Essentials, UNITE, ORS Haircare, L'Oréal and many more giving Eugene the edge for world views within this industry.

Eugene has also worked with the legendary Eartha Kitt, and other celebrities such as Mary J Blige, Andre Harrell, Lil Kim, Phylicia Rashad, Gillian Anderson, Kate Beckinsale, Lianne La Havas, Caroline Flack, Sanaa Lathan and Sarah Jane Crawford just to name a few.

Work History

Service Manager

OCT 2020 to date

(Ulta, Oswego)

- Oversees and Manages Prestige Brands & Salon Management.
- Management of 11 staff members consisting of a team of stylists, aestheticians and boutique leads and are accountable for all aspects of the services business, including services, boutiques, makeup, skincare, fragrance, pro hair and PCA merchandise sales, events, guest satisfaction, and operational excellence
- Driving business through a focus on performance (services, boutiques, makeup, skincare, fragrance, pro hair and PCA merchandise sales and in-store events), people (guest experience and associate culture), and process (operating procedures and compliance standards
- Creating Instore training session for Key Stylist on NPD's and technics and driving aware and skills with the Multi-Cultural Texture area.

Front-end Manager

Feb 2020 to October 2020

(Walmart, Naperville)

- Management of over 40 staff members daily from customer care, asset protection and all front-end staff. Protection of shrinkage, Money management & accounting office, Operational responsibilities & Training of new front-end staff. Coaching and setting the front-end morale for staff and customers.

Product Salon Testing Consultant

2019 continuous with various clients

- In Salon NPD and EPD product testing, evaluation of metrics, presenting findings to Core management and RND departments. Product & Ingredient development recommendations

Salon Refurbishment Consultant

2018 – 2019

(Namaste Laboratories, Chicago)

- Project Management of Full design and execution of a New Salon/Creative Space. Sourcing and Managing all general contractor and subcontractors, Landlord, and Illinois regulations departments. Budget management of \$80K, Architectural, renderings and legal responsibilities. Full management from start to finish approximately 8-month project.

Ford Artist Representation

2016 – 2019

(Chicago)

- Hair Stylist representation within the Commercial and Editorial market

Freelance The Work Space

2008 – 2019

Art Director / Creative Director

Mr Eugene Davis

- Creative Art Director on Photo shoots, Video Productions on various projects such as Design Essentials Sleek Play USA, Design Essentials Natural UK, ORS Europe, and Creative ME Series with ORS USA.
- Seasoned Session Published Stylist/Expert
- Wig Designer/Hair Stylist for Celebrity Nakita on Rome with Love Bravo TV Series USA (Opening Ceremony)
- Brand Educator within Consumer and Corporate events for P&G, Unilever – Tressemmé, Design Essentials, Toni & Guys, Bumble and Bumble, L'Oréal Mizani
- Key Lead Hair Stylist for London Olympics 2012, Reebok, Mercedes Benz Fashion Week in New York, Miami & London.
- Afro Hair Educator on Myhairdressers.com
- National Committee Member of Hairdressing at City and Guilds Educational Board
- Content builder for the Hairdressing Curriculum hairdressing book
- X Factor Hair Stylist for Xtra Factor Host
- Judging Hair Competitions for Industry experts and Schools
- Building Hair, Makeup and Nail teams for projects and assignments.
- Support upcoming Hair Stylist on Freelance work and industry experience.
- Designing wigs for Cancer and Alopecia patients
- Co-Founder of The Curl Care Project UK – educating Foster carer on managing Afro Caribbean and Mixed heritage children in their care.
- Beauty Editor with Superdrug's UK
- Creating Hair Designs specific to the client and direction of the project.

Trimmindales, London

2006 - 2008

Salon Manager/ Hair Stylist

Management and Training of all Junior and Senior Staff, Retail promotions, Operations and Payroll, Elevating and implement new initiatives for customer retention and new business.

Midtown Hair Studio, Atlanta, Georgia

2003-2006

Freelance Senior Hair Stylist

Providing professional hair care to individual and professional clients, office support, and professional bookings and scheduling.

Platinum Artistes, Croydon (UK)

1998-2003

Art Director

Handling the management of a team of ten professional stylists and technicians. Managing payroll, coordinating all photo shoots for marketing campaigns, handling the bookings and styling development.

Debra Martin Agency

1994-2005

Freelance Artist

Working on 13 Music Videos, 2 Movie Sets, 5 Album covers and 10 Artists for Television Shows; Some of which includes Crush on You and Ladies Night (Atlantic Records), Lil Kim – Album cover, New York Undercover, Fox Television, Vagina Dialogs, HBO Taping, Puffy Combs Special (1996), NBC and Showtime at the Apollo. Image Consulting and Image Marketing was also part of my experience with this agency.

Extension Masters, London, and New York 1993-1997

Platform Artist and Senior Stylist

Providing a professional service to all clients and helping in the development of the weave perfection brand name in New York and London.

Celebrities/Clients (small sample listed below)

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|---------------------------------|---------------|------------|-----------------|
| • Phylicia Rashad | • Faith Evans | • Queen | • Salt and Pepa |
| • Sanaa Lathan | • Will Smith | • Latifah | • Biggie smalls |
| • Mary J Blige | (Brit Awards) | • Angie | • T.L.C |
| • Eartha Kitt | • Aaliyah | • Martinez | |
| • Sean Combs (<i>P diddy</i>) | • Eve | • Escape | |
| • Lil Kim | | | |

Publications

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|-------------------------|-------------------------------------|---------------------------------------|
| • Harpers Bazaar Turkey | • Sophisticates Black Hair Magazine | • Black Hairstyles and Trend Magazine |
| • W Magazine | • Black Beauty and Hair Magazine | • Black Beauty Magazine, London |
| • Women Wear Daily | • Vibe Magazine | • Budweiser Ad Campaign |
| • Essence Magazine | | |
| • Elle Magazine | | |

Awards

- MTV Best Video, Crush on You, Atlantic Records
- Nom, Best Video, Ladies Night, Atlantic Records

Education and Training

- Barbicide Covid-19 Certification (2020)
- UK State Registered – Master Stylist
- City and Guilds Board of Education London, UK
- Product Training at L'Oréal Mizani. London, Hammersmith
- E.O.C Cosmetology Institute 1989 Albany, New York
- Extension Masters, Weave Perfection Technique London, England
- Paul Mitchell Associate, Product Knowledge Atlanta, Georgia
- Bio Silk Colour Technique Atlanta, Georgia
- That London Boy, Advanced Hair Cutting 1989-1993 New York, New York