



Mariam Ammar

Style Coach & Makeover Expert

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Objective

- Certified Graduate from USJ University in Business Administration & have studied style coaching which is a holistic process that targets every area of a person's life!
- It was an incredible opportunity to improve my clients confidence, style, image & personal brand!
- I have learned that our background and circumstances may have influenced who we are, but we are responsible for who we become! People are so much more than a reflection in the mirror!
- We live in a world full of trends but we should be SMART in choosing only what fits us! That's My Job and I will be glad to help!
- I have passion about fashion, Style, Patterns & Colors! Mix & Match is my game.
- I believe that each one of us have many imperfections that are perfectly perfect and make us UNIQUE!
- That Was My Job for The Last four years , I have guided more than 1500 ladies around the world to discover themselves & find out the best cuts , colors & style that flatter their shape & complexion .
- My objective is to change women's life through their appearance, increase their self confidence and help them to be the best they can be!

••••COMMUNICATION••••

- Strong communication skills
- The ability to work both autonomously and collaboratively in a team
- Competent numerical skills
- Organisation, time-management and project-management skills

••••EDUCATION••••

Business Eng Georgetown University (Washington)	2008
Business Management University of Saint Joseph (BEIRUT)	2009
Style Coaching Diploma Style Coaching Institute (LONDON)	2017
Color Analysis Italian Image Institute (ITALY)	2018
Fashion Design Esmod Paris & USJ (BEIRUT)	2021

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EXPERIENCE

● April 2018 -August 2021

-The First Style Coach In The Middle East That Tailored A Full Package Session That Includes

- Body Shape Analysis
- Color Analysis Session
- Face Shape Analysis
- Fragrance notes Analysis
- Gemstones Analysis
- Shopping Plan

-Made A Difference In The Lives Of More Than 1500 Ladies in Lebanon & around The World Throughout My Unique Live & Virtual Session
{All Pictures On My Instagram Page }

-I Have Been The Guest Of More Than 50 Tv Interviews On Lebanese & International Channels , Like Mtv Lebanon , Art America , Orbit Osn , Al Araby Tv

-I Had Many Collaborations with Some International Brands Like " Bokitta " , " Cosmaline " , " Loolia Tv "" ...

● April 2021- Present

-Launched My Own Brand & Styling Concept Store " Aura By Mariam "
-Designed Many Styles For Hijabis & Non Hijabis Ladies From Kaftans , Kimonos , Dresses , Abayas & Clutches ...
-Launched My Signature Perfume With My Name " Aura By Mariam "

-I Have Put together pieces for personal style according to My Clients lifestyle and taste but also in the spotlight of fashion.

-Promoted current fashion trends and assisted customers with any questions they may have regarding their personal style.

-Designed and help create pieces to suit individuals and define my clients personal style.

-Determined fashion blog content through personal style and current trends while maintaining an online presence.

Leadership

-I Have Been The First to introduce New Concept In Lebanon & Always Aiming To Be A Role Model Not A Follower.

-Also being a successful entrepreneur in a country that faced too many difficulties was a big challenge .

● KEY SKILLS ●

•An eye for visual composition and proportion

•commercial awareness including a good knowledge of designers, brands and trends

•An excellent work ethic and can-do attitude

•An exceptional eye for detail

•A positive, proactive and assertive approach

•Initiative, idea generation and problem-solving skills

•The ability to multitask

•General knowledge of photography and lighting

•The ability to deliver exceptional customer service

•Experience of using social media

● REFERENCES ●

[Available upon request.]